

Opportunities in Agriculture

City of Fitchburg Agriculture Plan: 2017 - 2027

Section I – Summary of Opportunity

Adopted: September 26, 2017



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Opportunities in Agriculture - City of Fitchburg Agriculture Plan: 2017- 2027
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with guidance and oversight provided by the following:

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The City of Fitchburg Planning and Zoning Department gratefully acknowledge and thank the aforementioned, as well as all other participating stakeholders, including elected/appointed officials, City residents, and all other interested parties, for their time and effort in development of the *City of Fitchburg Agriculture Plan: 2017 - 2027*.

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Agriculture and Rural Affairs Committee
Introduced by

Planning
Prepared by

Plan Commission, Agriculture and Rural Affairs Committee,
Resource Conservation Commission, Parks Commission,
and Community and Economic Development Authority
Referred to

July 11, 2017
Date

RESOLUTION R-117-17

A RESOLUTION ADOPTING THE CITY OF FITCHBURG AGRICULTURE PLAN

WHEREAS, the State of Wisconsin is known nationally and internationally for its agricultural industry, with agriculture contributing approximately 88 billion dollars annually to the state's economy, and providing 413,500 jobs annually for state residents (11.9% of total state employment); and,

WHEREAS, the City of Fitchburg (hereafter "City") is unique among cities in the state, with approximately 11,000 acres of land within its municipal borders currently in agricultural use, about half the City's total acreage; and,

WHEREAS, agriculture is vital to the history, identity, and economic and ecosystem health of the City; and,

WHEREAS, in recognition of the aforementioned, the Fitchburg Common Council authorized the City's Agriculture and Rural Affairs Committee to develop the City's first Agriculture Plan (hereafter "*Plan*"), via Resolution R-63-15; and,

WHEREAS, the *Plan*'s proposed general intent and purpose, conforming to and consistent with the City's Comprehensive Plan and long-term growth boundary contained therein, is to provide a holistic and integrated approach to agriculture in the City, and ensure continued, varied agricultural opportunities to City landowners; and,

WHEREAS, development of the *Plan* consisted of the following major public engagement components:

- Multiple in-person interviews with various long-standing agricultural landowners in the City;
- A focus group session at City Hall in October, 2015, including City agricultural and rural residential landowners, City officials, and staff from other relevant governments;
- A public information-gathering open house and workshop at City Hall in October 2015, and a draft *Plan* presentation open house and workshop at City Hall in March, 2017;
- Presentation of the draft *Plan* to the City's Plan Commission, Community and Economic Development Authority, and Resource Conservation Commission in Spring, 2017;
- A *Plan* public hearing held at a Plan Commission meeting in August 2017;
- Discussion of the *Plan* at numerous Agriculture and Rural Affairs Committee meetings from June 2015 to June 2017; and,

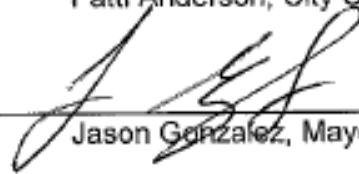
WHEREAS, the *Plan* reflects the prevailing sentiments gathered from the aforementioned public engagement process;

NOW BE IT HEREBY RESOLVED, by the Fitchburg Common Council that it approves the City of Fitchburg Agriculture Plan: 2017 – 2027.

Adopted this 26th day of September, 2017.



Patti Anderson, City Clerk



Jason Gonzalez, Mayor

OPPORTUNITIES IN AGRICULTURE

CITY OF FITCHBURG AGRICULTURE PLAN: 2017 - 2027

SECTION I – SUMMARY OF OPPORTUNITY

I.	<i>Plan</i> Intent, Purpose, and Use	I-1
II.	<i>Plan</i> Structure and Content	I-3
III.	<i>Plan</i> Development Process	I-4
IV.	<i>Plan</i> Existing Conditions	I-6
V.	<i>Plan</i> Future Directions	I-6

SECTION II – IDENTIFICATION OF OPPORTUNITY

I.	<i>Plan</i> Vision Statement, Goal, and Action Item Framework	II-1
II.	<i>Plan</i> Vision Statement, Goals, Action Items, Timelines, and Indicators	II-2

APPENDIX A – CONTEXT FOR OPPORTUNITY

I.	Geography and History	A-1
II.	Agriculture Community, Economy, and Resources	A-5
III.	Growth and Development	A-20
IV.	Agriculture Issues	A-24
V.	Implementation	A-30

LIST OF MAPS

Map 1a:	City of Fitchburg: Vicinity	A-3
Map 1b:	City of Fitchburg: Location	A-3
Map 2:	City of Fitchburg: Agriculture Community, Economy, and Resources: 2016	A-19
Map 3:	City of Fitchburg: Existing Land Use: 2016	A-22
Map 4:	City of Fitchburg: Future Land Use: 2016	A-23

LIST OF ABBREVIATIONS

ACE - Agriculture Community and Enterprise

AEA - Wisconsin Department of Agriculture, Trade, and Consumer Protection - Agricultural Enterprise Area

CFS - Cubic Feet Per Second (Water flow)

COCS - Cost of Community Studies

Committee - City of Fitchburg Agriculture and Rural Affairs Committee

Council - City of Fitchburg Common Council

DATCP - Wisconsin Department of Agriculture, Trade, and Consumer Protection

Department - City of Fitchburg Planning and Zoning Department

DNR - Wisconsin Department of Natural Resources

DOT - Wisconsin Department of Transportation

EPA - United States Environmental Protection Agency

FEMA - United States Federal Emergency Management Agency

FRPP - United States Farm and Ranchland Protection Program

FSA - United States Farm Service Agency

FUDA - City of Fitchburg Future Urban Development Area

HIA - Nine Springs Health Impact Assessment

HUD - United States Housing and Urban Development Agency

NRCS - United States Natural Resources Conservation Service

PAL - City of Fitchburg Protected Agricultural Lands

PAS - City of Fitchburg Priority Agricultural Soils

Plan - *City of Fitchburg Agriculture Plan: 2017-2027;*

POWTS - Private Onsite Wastewater Treatment System

RC - City of Fitchburg Rural Cluster Zoning District

RRDC - City of Fitchburg Rural Residential Development Criteria

SSS - City of Fitchburg Soil Suitability Score

USDA - United States Department of Agriculture

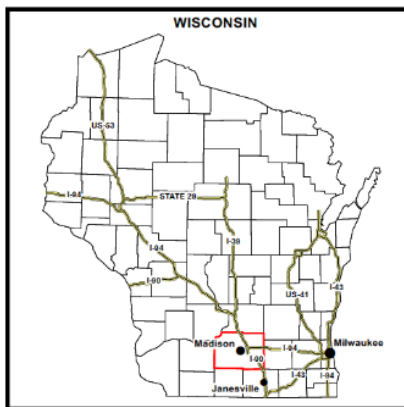
USFW - United States Fish and Wildlife Service

SECTION I – SUMMARY OF OPPORTUNITY

I. PLAN INTENT, PURPOSE, AND USE

Agriculture is vital to the identity, and economic and ecosystem health, of the City of Fitchburg. Preserving the City's agricultural resources and sustaining and enhancing its agricultural community and economy ensures:

- The agriculture/agriculture-related industry will remain a vital component of the City's economy, providing goods, services, and jobs;
- A healthier ecosystem in the City, providing for cleaner air and water, and sustaining valuable and unique plant and animal populations and their habitat;



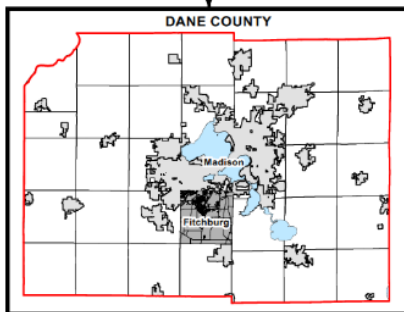
- The City maintains and enhances its unique identity, continuing to create “places” out of “spaces”;

- Opportunities for cooperation between the City and other local government units and non-profit organizations, advancing a regional agriculture vision for the benefit of all City residents;

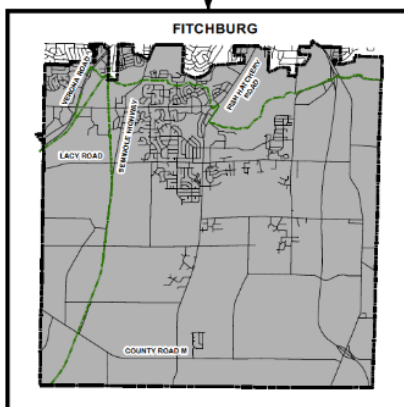
- A stable, vibrant, and diverse City;



Source: Public domain



The Madison metropolitan region, of which Fitchburg is a part, is known nationally for its demand for local food, and its commitment to meet this demand through development of a sustainable local food system. Similarly, the City of Fitchburg has a storied agricultural history, dating back to the 1830's when lands that are now in the City were home to one of Dane County's first farms. The City of Fitchburg contains approximately 11,000 acres of agricultural land within its borders. Signature components of agriculture in the City include four dairy farms, six horse farms, an apple orchard, and a weekly farmers market. Agricultural enterprises in the City contribute millions of dollars annually to the City's and regional economy.



Fitchburg is also a growth community as Figures 18 and 20 in **Appendix A** of this Plan indicate approximately 10,000 new City residents and approximately 1,100 acres of agricultural land converted to other uses in the City from 2010 to 2029. Additionally, the City's geography, including proximity to various growing urban areas such as the Cities of Madison and Milwaukee, Wisconsin and Chicago, Illinois, has and will continue to contribute to growth.

Responsible growth and development, with agriculture serving as an integral component, is similarly vital to the City of Fitchburg. To ensure responsible growth and development, the City must be cognizant of ensuring the future sustainability of both its urban and rural sectors.

This *Plan* serves as one of many guides in which to proceed towards this goal, focusing on preserving the City's agricultural resources and sustaining and enhancing its agricultural community and economy as a means to achieve this end.

This *Plan's* intent and purpose is to:

- Identify agricultural and agricultural-related opportunities by providing a holistic and integrated approach to agricultural planning and enterprise development, including promoting coordinated and consistent agricultural resources preservation and agricultural community and economic development activities in the City of Fitchburg, conforming to and consistent with the *City of Fitchburg Comprehensive Plan*;
- Inventory and analyze existing, historical, and future conditions in the City of Fitchburg, and identify City agricultural resources preservation and agricultural community and economic development issues;
- Identify a vision, and state goals and action items to guide City agricultural resources preservation and agricultural community and economic development over a 10-year period, from 2017 to 2027, and identify tools, timelines, and indicators to implement action items and achieve goals;

THIS PLAN'S PRIMARY INTENT AND PURPOSE IS TO IDENTIFY AGRICULTURAL OPPORTUNITIES, BY PROVIDING A HOLISTIC AND INTEGRATED APPROACH TO AGRICULTURE PLANNING AND ENTERPRISE DEVELOPMENT IN FITCHBURG.

This *Plan* is to be utilized:

- As a **visionary** document, providing clear and consistent direction in which to **broadly** guide the City's agricultural resources preservation and agricultural community and economy development activities from 2017 to 2027;
- As a **policy** document, providing clear and consistent direction in which to **specifically** guide the City's agricultural resources preservation and agricultural community and economy development activities from 2017 to 2027;

This *Plan* is not intended to be regulatory in nature. Rather, this *Plan*, as previously stated, should be viewed as one of **opportunity**, related to both existing and potential new agricultural and agricultural-related opportunities and land uses. Similarly, this *Plan* recognizes the various agricultural land preservation plans, policies, and tools developed by the City over the past decade, including the City's *Comprehensive Plan* (2009) and *Future Urban Development Areas* (FUDA) identified therein, *Farmland Preservation Plan* (2014), *Rural Cluster Zoning District* (2012), and *Rural Residential Development Criteria* (2009), as vital in identifying and implementing agricultural opportunities. This *Plan* is not intended to create any additional, mandatory agricultural land preservation regulations. As such, continued implementation of the aforementioned plans, policies, and tools are identified as action items in Section II of this *Plan*.



Plan Open House and Workshop, October 2015
Source: Charles Androsky

II. PLAN STRUCTURE AND CONTENT

This *Plan* contains two Sections and one Appendix as follows:

- Section I - Summary of Opportunity

This Section provides an overview and summary of the *Plan*.

- Section II - Identification of Opportunity

This Section goes on to state this *Plan's* vision statement, goals, and action items, along with corresponding action item timelines and indicators. Goals, action items, and associated timelines and indicators provide this *Plan* with its ultimate worth. This *Plan's* goals are ideas and values in the public interest that provide an end in which to direct the planning process. This *Plan's* action items consist of specific, measurable courses of action utilized to ensure *Plan* implementation and achievement of goals. This *Plan's* timelines delineate a specified time period in which an action item should be implemented, providing for an objective evaluation of *Plan* implementation, whereas indicators gauge progress towards action item implementation and achievement of goals.

THIS PLAN HAS THREE COMPONENTS:
SUMMARY OF OPPORTUNITY,
IDENTIFICATION OF OPPORTUNITY,
AND CONTEXT FOR OPPORTUNITY.

It is important to note that all action item timelines and indicators presented herein are intended to serve as a guide, providing only an indication of progress towards, and possible future date of, action item implementation. These timelines and indicators cannot account for the myriad of future factors, including but not limited to additional workload, resource limitations, new and unforeseen issues, opportunities, trends, and concepts, and political and public sentiment, that will affect implementation of this *Plan's* action items.

This *Plan's* goals, action items, timelines and indicators were formulated to address the agriculture issues presented in Appendix A of this *Plan*.

ACTION ITEMS, IDENTIFIED IN SECTION II OF THIS PLAN, IDENTIFY SPECIFIC, MEASURABLE ACTIONS TO BE UNDERTAKEN TO ACHIEVE PLAN GOALS.

- Appendix A - Context for Opportunity

This Appendix provides a profile of existing conditions in the City of Fitchburg utilizing the following as profile categories:

- Geography and History
- Agriculture Community, Economy, and Resources
- Growth and Development

Analysis of this information allowed for formulation of City agriculture issues, also stated in this Appendix. Agriculture issues provide an answer to the question, "What are we planning for?". The agriculture issues presented in this Appendix were analyzed to develop this *Plan's* vision statement, goals, and action items, and action item timelines and indicators, as stated in **Section II**.

This Appendix also provides information on *Plan* implementation including an inventory of *Plan* action item tools, the means by which said action items will be implemented so as to ultimately achieve *Plan* goals. This Appendix groups *Plan* action item tools into three categories:

- Existing Government Agencies/Departments, Programs, and Plans
- Existing Government Regulations
- Existing or Potential Government and Non-Government Partnerships

This Appendix also provides information on action item timelines and indicators. Action item timelines delineate a specified time period in which an action item should be implemented, providing for an objective evaluation of *Plan* implementation. Action item indicators gauge progress towards item implementation and achievement of goals.

III. PLAN DEVELOPMENT PROCESS

Agriculture is a vital component of the City of Fitchburg's history, identity, and economy, with approximately half the City's land base (11,000+ acres) in agricultural use. The City's *Comprehensive Plan Future Land Use Plan Map* (Figure 4-10 therein) has designated much of this land for agricultural use for the foreseeable future.

The City's Agriculture and Rural Affairs Committee (hereafter *Committee*), comprised of one City Alder and six other appointed individuals, oversees various agricultural issues in the City as well as other issues affecting the City's rural areas and its residents, including:

- Small-scale agricultural production
- Large-scale agricultural production
- Agricultural land preservation
- Agricultural tourism and promotion
- Responsible rural residential development

THE CITY'S AGRICULTURE AND RURAL AFFAIRS COMMITTEE OVERSAW DEVELOPMENT OF THIS *PLAN*.



Given the large agricultural land base in the City, and the importance of agriculture to the City's history, identity, and economy, the *Committee* proposed development of this *Plan* to provide a holistic and integrated approach to agriculture planning and enterprise development in the City.

The *Committee* recognized that the quality and value of any plan is dependent on the input gathered throughout the plan development process. As this *Plan* is a blueprint for preservation of the City's agricultural resources and development of the City's agricultural community and economy, it is essential that the opinions of all stakeholders were voiced throughout the *Plan* development process and subsequently formulated in this *Plan*. Major components of the *Plan* development process are identified as follows:

- Landowner Input
Input was gathered from landowners that operate agricultural enterprises in the City, as well as other rural residents, through the methods identified below. Landowner input centered on six general themes as follows:
 - Maintain and enhance agricultural heritage
 - Provide for agricultural education opportunities
 - Encourage small-scale local food production
 - Encourage agriculture-related retail
 - Maintain or develop land regulations that allow for the above-identified themes
 - Ensure availability of funding opportunities for new agricultural enterprises

- Committee Meetings

Committees add to the productivity of the plan development process by offering an efficient method of ensuring a wide range of stakeholder and expert input and review, ultimately assuring the formulated plan reflects the desires of a broad and diverse constituency.

PLAN ENGAGEMENT ACTIVITIES INCLUDED GATHERING LANDOWNER INPUT, PUBLIC MEETINGS, A FOCUS GROUP, AND A PUBLIC WORKSHOP/OPEN HOUSE.

This *Plan* was developed by the *Committee* over approximately 2 years (June, 2015 to June, 2017). The *Committee* formulated and reviewed *Plan* drafts and recommended a final draft *Plan* to the City's Plan Commission and Common Council for their review and approval, and adoption by said Council. Various aspects of *Plan* development were discussed at numerous *Committee* meetings. All *Committee* meetings were open to the public and noticed accordingly.

- Focus Groups, Public Workshops, and Open Houses

Focus groups, public workshops and open houses are additional methods in which to engage and educate the public, ensuring productive stakeholder input during the plan development process. These methods offer stakeholders an opportunity to review and comment on a plan in its formative stages, ultimately shaping the plan's content and structure.

A focus group session was held at City Hall in October, 2015, consisting of 4 stakeholders, including City agricultural and rural residential landowners, City officials, and staff from other relevant governments.

A public open house and workshop was also held at City Hall after the focus group meeting, in October 2015. Approximately 60 people attended the open house/workshop. Those in attendance consisted mainly of City agricultural landowners, however other interested parties present as well.



Plan Focus Group Meeting
Source: Charles Androsky

Finally, before the *Committee* recommended a draft *Plan* for review and approval to the City's Plan Commission and Common Council, the draft was presented for review and comment at a public open house in March 2017. The *Committee* then recommended approval of the *Plan* to the Plan Commission and

Common Council in June 2017. The draft *Plan* was then reviewed by the Plan Commission, via a public hearing, with the Commission recommending the draft *Plan* for approval to the City's Common Council in August 2017. The draft *Plan* was then reviewed by the Common Council, with the Council adopting the *Plan* through the Adoption Resolution - R-117-17, September 26, 2017), finding the *Plan* consistent with City's Comprehensive Plan. All stakeholders, including elected/appointed City officials, City residents, and all other interested parties, were encouraged to attend and provide input at all *Plan* meetings and hearings.

IV. PLAN EXISTING CONDITIONS

Identifying issues provides a planning context, offering an answer to the essential question of “What are we planning for?”. The City’s agriculture issues were derived from analysis of existing conditions.

The following have been identified as three main agriculture issues for the City (Various “sub-issues” were also identified under each of the main issues.):

IDENTIFYING ISSUES PROVIDES A PLANNING CONTEXT, OFFERING AN ANSWER TO THE QUESTION “WHAT ARE WE PLANNING FOR?”.

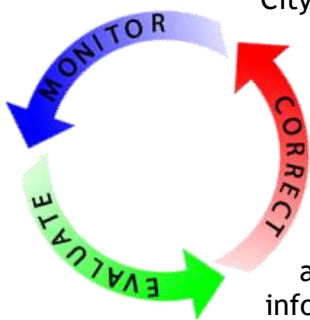
- **AGRICULTURE IS INTEGRAL TO THE IDENTITIES OF THE CITY’S RURAL AND URBAN COMPONENTS, AND A VIABLE COMPONENT OF THE CITY’S ECONOMY.**
- **THE CITY HAS VALUABLE AGRICULTURE RESOURCES AND THESE RESOURCES NEED TO BE PROTECTED AND PRESERVED IN ORDER TO SUSTAIN AND ENHANCE THE CITY’S AGRICULTURE COMMUNITY AND ECONOMY.**
- **THE CITY IS A GROWTH COMMUNITY AND GROWTH AND DEVELOPMENT WILL HAVE VARIOUS IMPLICATIONS FOR AGRICULTURE IN THE CITY.**

V. PLAN FUTURE DIRECTIONS

Plan implementation will be coordinated by the City’s Planning and Zoning Department, with oversight provided by the *Committee*. This *Plan* should be updated and re-adopted by the Common Council a minimum of every ten years, with the initial update and re-adoption to take place in 2027, with the

City’s Farmland Preservation Plan be incorporated into this *Plan* (The City’s Farmland Preservation Plan, as certified by the Wisconsin Department of Agriculture, Trade, and Consumer Protection, ensures that qualifying agricultural landowners in the City are eligible for the State of Wisconsin Farmland Preservation Tax Credit.). This update and re-adoption ensures this *Plan* will continue to reflect the most accurate and current information, data, and City agriculture issues and goals.

THIS *PLAN* SHOULD BE UPDATED EVERY 10 YEARS TO REFLECT NEW INFORMATION AND DATA, AND CITY AGRICULTURE ISSUES AND GOALS.



The *Plan*’s policy framework consists of a broad vision statement, general goals, and specific, implementable, and measurable action items. The *Plan*’s vision statement is as follows:

The City of Fitchburg’s unique agricultural resources, its productive agricultural soils and lands, bolster the City’s economy and have provided an identity to the City for generations. Agriculture in the City is further fortified by proximity to large urban markets and a multi-modal transportation system. Various farm types producing diverse commodities, innovative agricultural research facilities, agri-tourism and education, and agricultural support and food processing industries and facilities are all vital components of agriculture in the City.

Preservation of the City’s unique agricultural resources, through sound community development planning and implementation activities, and reliant on the expertise and contributions of all stakeholders, will ensure a continued high-quality of life, a collective community identity, and economic and ecosystem health and well-being throughout the City, for present and future generations.

The *Plan*'s three goals are as follows:

Goal 1: Protect and preserve Fitchburg's agricultural resources, including its agricultural land base;

Goal 2: Maintain, enhance, and develop a diverse variety of new and existing agriculture enterprises, including those related to production, processing, and distribution;

Goal 3: Promote Fitchburg's agriculture community and economy;

This *Plan* contains 27 integrated action items organized into agricultural categories of **Production**, **Processing**, **Distribution**, and **Promotion**, and were developed to proceed towards achievement of the aforementioned goals. These action items are identified on the following page.



Source: Public domain

ACTION ITEM	AGRICULTURE CATEGORY			
	Production	Processing	Distribution	Promotion
1. IMPLEMENT - <i>City of Fitchburg Farmland Preservation Plan - 2014</i> ;	☆			
2. IMPLEMENT - <i>Community Gardens on City of Fitchburg Parkland Program</i> , in accordance with the <i>City's Parks, Open Space, and Recreation Plan: 2015-2020</i> ;	☆			
3. IMPLEMENT - Madison Metropolitan Sewerage District <i>Yahara WINS</i> and related phosphorus management projects;	☆			
4. IMPLEMENT - <i>City of Fitchburg Rural Cluster (RC) Zoning District</i> ;	☆			
5. IMPLEMENT - <i>Fitchburg Agriculture Route (FAR) Bike Tour on the Badger State Trail</i> ;				☆

ACTION ITEM	AGRICULTURE CATEGORY			
	Production	Processing	Distribution	Promotion
6. DEVELOP - <i>Fitchburg Farm the Fingers Program</i> premised on identifying and utilizing smaller areas of larger agricultural parcels for small-scale production, in accordance with landowner interest;	☆			
7. DEVELOP - Agriculture “Signature Theme” Park in the North Stoner Prairie Neighborhood/Badger State Trail, in accordance with the <i>City’s Parks, Open Space, and Recreation Plan: 2015-2020</i> , or other applicable neighborhood, if/when the City acquires parkland in said neighborhoods;	☆		☆	
8. DEVELOP - Partnerships with private entities to provide for local food and drink opportunities on City park system properties, in accordance with the <i>City’s Parks, Open Space, and Recreation Plan: 2015-2020</i> ;			☆	
9. DEVELOP - A <i>City of Fitchburg Agriculture Census</i> , and related publication materials including an annual report, identifying key aspects of agriculture production, processing, and distribution, as well as needs, in the City;				☆
10. DEVELOP - <i>Madison Metropolitan School District - Aldo Leopold Elementary School and Verona Area School District - Stoner Prairie Elementary and Savannah Oaks Middle Schools Agriculture Day</i> , to include the <i>Fitchburg Agriculture Route (FAR) Bike Tour</i> on the Badger State Trail;				☆
11. EXPLORE - Development of place-making initiatives in the City’s agricultural areas, including but not limited to the <i>Fitchburg Agriculture Route (FAR)</i> ;	☆	☆	☆	☆
12. EXPLORE - Enhancement of existing or development of new agricultural “anchor enterprises” that provide for agriculture identity and long-term stability, in accordance with City of Fitchburg zoning regulations;	☆	☆	☆	☆
13. EXPLORE - Development of initiatives that increase access to healthy, local foods in select north Fitchburg neighborhoods, including production, processing, and distribution (farmers market and fresh food carts/vending) capabilities;	☆	☆	☆	☆
14. EXPLORE - Partnership with an entity for management of multiple small-scale farmers on private agricultural lands;	☆			

ACTION ITEM	AGRICULTURE CATEGORY			
	Production	Processing	Distribution	Promotion
15. EXPLORE - Use of shared equipment and facilities suitable for small-scale agriculture;	☆	☆		
16. EXPLORE - Development of voluntary agricultural land preservation programs and partnerships with land conservation organizations;	☆			
17. EXPLORE - Development of a <i>Fitchburg Farm to Fork Program</i> that solidifies a production-distribution relationship between agriculture production enterprises and end-users, including restaurants and retail outlets;			☆	☆
18. EXPLORE - Inclusion of appropriate additional “agricultural accessory uses” as conditional uses in the City’s agricultural zoning districts;		☆	☆	
19. EXPLORE - Application for relevant grants and funding;	☆	☆	☆	☆
20. EXPLORE - Development of a “toolbox” of potential financial incentives to enhance and develop diverse agriculture-related enterprises in the City;	☆	☆	☆	☆
21. EXPLORE - Development of cultural and historical elements and associated facilities at Old Fitchburg;				☆
22. EXPLORE - Development of a <i>Southern Capital Region Agriculture Consortium</i> ;	☆	☆	☆	
23. EXPLORE - Concepts related to development-supported agriculture;	☆		☆	
24. EXPLORE - Methods to continue to support traditional large-scale crop (corn and soybeans) and dairy farming;	☆	☆	☆	
25. EXPLORE - Methods to support agricultural innovation, including professional training, research, conferences, and information technologies;	☆	☆	☆	
26. EXPLORE - Energy production and related technologies on agricultural lands that are compatible with other rural and agricultural land uses, including development of a community solar project to identify potential locations to install 375 kW of solar panels in the City;				☆
27. EXPLORE - Revision of the City’s fee structure for construction of agriculture-related buildings and parkland dedication requirements for residential development, outside of the City’s urban service area;	☆	☆	☆	

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Opportunities in Agriculture

City of Fitchburg Agriculture Plan: 2017 - 2027

Section II – Identification of Opportunity

Adopted: September 26, 2017



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Goats: Mary Thompson

Retail cart: Public domain

SECTION II – IDENTIFICATION OF OPPORTUNITY

This Section of the *Plan* states its vision statement, goals, and action items, along with corresponding action item timelines and indicators. This *Plan's* vision statement and goals are broad concepts that provide a general framework, and action items are specific courses of action, to facilitate creation of agricultural opportunities. Action item timelines delineate a specified time period in which an action item should be implemented, providing for an objective evaluation of *Plan* implementation. Action item indicators gauge progress towards item implementation and achievement of goals. Appendix A of this Plan contains further information on action items and indicators, as well as existing conditions and implementation tools that provide a context for the goals and action items identified in this Section.

I. PLAN VISION STATEMENT, GOAL, AND ACTION ITEM FRAMEWORK

Agriculture can take many different forms. Recent conventional, predominant forms in the City of Fitchburg include large-scale production of cash crops, including corn and soybeans. These conventional forms will always have a place in the City. This section of the *Plan* looks beyond these conventional forms and looks at agriculture in the City through a framework of the integrated categories of **Production, Processing, Distribution, and Promotion**:

PRODUCTION (THINK: LAND)



PROCESSING (THINK: INFRASTRUCTURE)



DISTRIBUTION (THINK: OUTLETS AND CONSUMERS)



PROMOTION (THINK: LAND, INFRASTRUCTURE, OUTLETS, AND CONSUMERS)**II. PLAN VISION STATEMENT, GOALS, ACTION ITEMS, TIMELINES, AND INDICATORS**

The following states this *Plan's* vision statement, goals, recommended action items, timelines, and indicators, utilizing the previously identified framework of **Production, Processing, Distribution, and Promotion**. This *Plan* has 3 goals, supported by 27 specific, integrated recommended action items. **Due to the integrated nature of the action items, many items are identified within multiple framework categories.**

Again, it is important to note that all action item timelines and indicators presented herein are intended to serve as a guide, providing only an indication of progress towards, or the possible future date of, action item implementation. These timelines and indicators cannot account for the myriad of future factors, including but not limited to, additional workload, resource limitations, new and unforeseen planning issues, opportunities, trends, and concepts, and political and public sentiment, that will affect implementation of this *Plan's* action items.

THIS *PLAN* USES A FRAMEWORK OF **PRODUCTION, PROCESSING, DISTRIBUTION, AND PROMOTION** TO ORGANIZE ITS GOALS, ACTION ITEMS, TIMELINES, AND INDICATORS.

VISION STATEMENT

The City of Fitchburg's unique agricultural resources, its productive agricultural soils and lands, bolster the City's economy and have provided an identity to the City for generations. Agriculture in the City is further fortified by proximity to large urban markets and a multi-modal transportation system. Various farm types producing diverse commodities, innovative agricultural research facilities, agri-tourism and education, and agricultural support and food processing industries and facilities are all vital components of agriculture in the City.

Preservation of the City's unique agricultural resources, through sound community development planning and implementation activities, and reliant on the expertise and contributions of all stakeholders, will ensure a continued high-quality of life, a collective community identity, and economic and ecosystem health and well-being throughout the City, for present and future generations.

GOALS

- Goal 1: Protect and preserve** Fitchburg's agricultural resources, including its agricultural land base;
- Goal 2: Maintain, enhance, and/or develop** a diverse variety of existing and new agriculture enterprises, including those related to production, processing, and distribution;
- Goal 3: Promote** Fitchburg's agriculture community and economy;

1. PRODUCTION (THINK: LAND)



ACTION ITEM	TIMELINE	INDICATOR
a. IMPLEMENT - <i>City of Fitchburg Farmland Preservation Plan - 2014;</i>	a. Ongoing, 2017-2027	a. Refine methods to track acreage rezoned out of Farmland Preservation zoning district - January 1, 2019;
b. IMPLEMENT - <i>Community Gardens on City of Fitchburg Parkland Program, in accordance with the City's Parks, Open Space, and Recreation Plan: 2015-2020;</i>	b. Ongoing, 2017-2027	b. Coordinate with the Gardens Network to market and advertise City parkland community garden sites - Annually;
c. IMPLEMENT - <i>Madison Metropolitan Sewerage District Yahara WINs and related phosphorus management projects;</i>	c. Ongoing, 2017-2027	c. Attend workshops, informational meetings, and related events, as needed;
d. IMPLEMENT - <i>City of Fitchburg Rural Cluster (RC) Zoning District;</i>	d. Ongoing, 2017-2027	d. Refine methods to track agricultural land converted to rural residential development annually - January 1, 2019;
e. DEVELOP - <i>Fitchburg Farm the Fingers Program</i> premised on identifying and utilizing small areas of larger agricultural land parcels for small-scale agriculture production, in accordance with landowner interest;	e. 2017-2021;	e. Hold annual workshops linking landowners and small-scale agricultural producers, as demand dictates - December 15, Annually;
f. DEVELOP - Agriculture "Signature Theme" Park in the North Stoner Prairie Neighborhood/ Badger State Trail, in accordance with the <i>City's Parks, Open Space, and Recreation Plan: 2015-2020</i> , or other applicable neighborhoods, if/when the City acquires parkland in said neighborhoods;	f. 2017-2021;	f. Develop a <i>City of Fitchburg Parks - Signature Park Theme Concept Proposal</i> for review by relevant City bodies - January 1, 2018;

1. PRODUCTION (THINK: LAND)

ACTION ITEM	TIMELINE	INDICATOR
g. EXPLORE - Development of place-making initiatives in the City's agricultural areas, including but not limited to the Fitchburg Agriculture Route (FAR);	g. 2017-2021;	g. Identify next steps in implementation of the <i>FAR Concept Analysis</i> - July 1, 2018;
h. EXPLORE - Enhancement of existing or development of new agricultural "anchor enterprises" that provide for agriculture identity and long-term stability, in accordance with City of Fitchburg zoning regulations;	h. 2017-2021;	h. Identify existing and desired new agricultural "anchor enterprises" and apply to a U.S.D.A. or other applicable grant program - July 1, 2019;
i. EXPLORE - Development of initiatives that increase access to healthy, local foods in select north Fitchburg neighborhoods, including production, processing, and distribution (farmers market and fresh food carts/vending) capabilities;	i. 2017-2021;	i. Work in conjunction with other applicable City departments to develop an integrated and holistic strategic framework to address issues in select north Fitchburg neighborhoods - July 1, 2021;
j. EXPLORE - Partnership with an entity for management of multiple small-scale farmers on private agricultural lands;	j. 2017-2021;	j. Develop potential partnership framework- January 1, 2020;
k. EXPLORE - Use of shared equipment and facilities suitable for small-scale agriculture;	k. 2017-2021;	k. Develop small-scale agriculture infrastructure framework - January 1, 2020;
l. EXPLORE - Development of voluntary agricultural land preservation programs and partnerships with land conservation organizations;	l. 2017-2021;	l. Hold/attend workshops, informational meetings, and related events, as needed;
m. EXPLORE - Application for relevant grants and funding;	m. 2017-2021;	m. Apply to a U.S.D.A. or other applicable grant program - July 1, 2019; Identify relevant grant and funding opportunities - Annually;
n. EXPLORE - Development of a "toolbox" of potential financial incentives to enhance and develop diverse agriculture-related enterprises in the City;	n. 2017-2021;	n. Prepare a list of potential financial incentives for review by relevant City bodies - July 1, 2020;

1. PRODUCTION (THINK: LAND)

ACTION ITEM	TIMELINE	INDICATOR
o. EXPLORE - Development of a <i>Southern Capital Region Agriculture Consortium</i> ;	o. 2017-2021;	o. Initiate contact with the Capital Area Regional Planning Commission and other potentially interested parties regarding interest in formation of a Consortium - July 1, 2018 ;
p. EXPLORE - Concepts related to development-supported agriculture;	p. Ongoing, 2017-2021;	p. Research concepts, as demand dictates;
q. EXPLORE - Methods to continue to support traditional large-scale crop (corn and soybeans) and dairy farming;	q. Ongoing, 2017-2027;	q. Continue to provide support and resources, as needed;
r. EXPLORE - Methods to support agricultural innovation, including professional training, research, conferences, and information technologies;	r. Ongoing, 2017-2027;	r. Continue to provide support and resources, as needed;
s. EXPLORE - Energy production and related technologies on agricultural lands that are compatible with other rural and agricultural land uses, including development of a community solar project to identify potential locations to install 375 kW of solar panels in the City;	s. Ongoing, 2017-2027;	s. Attend and host various workshops, informational meetings, and related events, as needed;
t. EXPLORE - Revision of the City's fee structure for construction of agriculture-related buildings and parkland dedication requirements for residential development, outside of the City's urban service area;	t. 2017-2021;	t. Research concepts, as demand dictates;

2. PROCESSING (THINK: INFRASTRUCTURE)



ACTION ITEM	TIMELINE	INDICATOR
a. EXPLORE - Development of place-making initiatives in the City's agricultural areas, including but not limited to the Fitchburg Agriculture Route (FAR);	a. 2017-2021;	a. Identify next steps in implementation of the FAR Concept Analysis - July 1, 2018;
b. EXPLORE - Enhancement of existing or development of new agricultural "anchor enterprises" that provide for agriculture identity and long-term stability, in accordance with City of Fitchburg zoning regulations;	b. 2017-2021;	b. Identify existing and desired new agricultural "anchor enterprises" and apply to a U.S.D.A. or other applicable grant program - July 1, 2019;
c. EXPLORE - Development of initiatives that increase access to healthy, local foods in select north Fitchburg neighborhoods, including production, processing, and distribution (farmers market and fresh food carts/vending) capabilities;	c. 2017-2021;	c. Work in conjunction with other applicable City departments to develop an integrated and holistic strategic framework to address issues in select north Fitchburg neighborhoods - July 1, 2021;
d. EXPLORE - Use of shared equipment and facilities suitable for small-scale agriculture;	d. 2017-2021;	d. Develop small-scale agriculture infrastructure framework - January 1, 2020;
e. EXPLORE - Inclusion of appropriate additional "agricultural accessory uses" as conditional uses in the City's agricultural zoning districts;	e. 2017-2021;	e. Prepare a concept document for review by the Agriculture and Rural Affairs Committee - July 1, 2019;
f. EXPLORE - Application for relevant grants and funding;	f. 2017-2021;	f. Apply to a U.S.D.A. or other applicable grant program - July 1, 2019; Identify relevant grant and funding opportunities annually;
g. EXPLORE - Development of a "toolbox" of potential financial incentives to enhance and develop diverse agriculture-related enterprises in the City;	g. 2017-2021;	g. Prepare a list of potential financial incentives for review for review by relevant City bodies - July 1, 2020;

2. PROCESSING (THINK: INFRASTRUCTURE)

ACTION ITEM	TIMELINE	INDICATOR
h. EXPLORE - Development of a <i>Southern Capital Region Agriculture Consortium</i> ;	h. 2017-2021;	h. Initiate contact with the Capital Area Regional Planning Commission and other potentially interested parties regarding interest in formation of a Consortium - July 1, 2018 ;
i. EXPLORE - Methods to continue to support traditional large-scale crop (corn and soybeans) and dairy farming;	i. Ongoing, 2017-2027;	i. Continue to provide support and resources, as needed;
j. EXPLORE - Methods to support agricultural innovation, including professional training, research, conferences, and information technologies;	j. Ongoing, 2017-2027;	j. Continue to provide support and resources, as needed;
k. EXPLORE - Revision of the City's fee structure for construction of agriculture-related buildings and parkland dedication requirements for residential development, outside of the City's urban service area;	k. 2017-2021;	k. Research concepts, as demand dictates;

3. DISTRIBUTION (THINK: OUTLETS AND CONSUMERS)



ACTION ITEM	TIMELINE	INDICATOR
a. DEVELOP - Partnerships with private entities to provide for local food and drink opportunities on City park system properties, in accordance with the <i>City's Parks, Open Space, and Recreation Plan: 2015-2020</i> ;	a. 2017-2021;	a. Solicit potential local food and drink vendors, as demand dictates;
b. DEVELOP - Agriculture "Signature Theme" Park in the North Stoner Prairie Neighborhood/ Badger State Trail, in accordance with the <i>City's Parks, Open Space, and Recreation Plan: 2015-2020</i> , or other applicable neighborhoods, if/when the City acquires parkland in said neighborhoods;	b. Ongoing, 2017-2027	b. Develop a <i>City of Fitchburg Parks - Signature Park Theme Concept Proposal</i> for review by relevant City bodies - January 1, 2018 ;
c. EXPLORE - Development of place-making initiatives in the City's agricultural areas, including but not limited to the Fitchburg Agriculture Route (FAR);	c. 2017-2021;	c. Identify next steps in implementation of the <i>FAR Concept Analysis</i> - July 1, 2018 ;
d. EXPLORE - Opportunities to support enhancement of existing or development of new agricultural "anchor enterprises" that provide for agriculture identity and long-term stability, in accordance with City of Fitchburg zoning regulations;;	d. 2017-2021;	d. Identify existing and potential desired new agricultural "anchor enterprises" and apply to a U.S.D.A. or other applicable grant program - July 1, 2019 ;
e. EXPLORE - Development of initiatives that increase access to healthy, local foods in select north Fitchburg neighborhoods, including production, processing, and distribution (farmers market and fresh food carts/vending) capabilities;	e. 2017-2021;	e. Work in conjunction with other applicable City departments to develop an integrated and holistic strategic framework to address issues in select north Fitchburg neighborhoods - July 1, 2021 ;

3. DISTRIBUTION (THINK: OUTLETS AND CONSUMERS)

ACTION ITEM	TIMELINE	INDICATOR
f. EXPLORE - Development of a <i>Fitchburg Farm to Fork Program</i> that solidifies a production-distribution relationship between agriculture production enterprises and end-users, including restaurants and retail outlets;	f. 2017-2021;	f. Initiate contact with local food end-users in Fitchburg (restaurants, grocery stores, etc.) to determine interest in utilizing agricultural products grown in Fitchburg - January 1, 2019;
g. EXPLORE - Inclusion of appropriate additional “agricultural accessory uses” as conditional uses in the City’s agricultural zoning districts;	g. 2017-2021;	g. Prepare a concept document for review by the Agriculture and Rural Affairs Committee - July 1, 2019;
h. EXPLORE - Application for relevant grants and funding;	h. 2017-2021;	h. Apply to a U.S.D.A. or other applicable grant program - July 1, 2019; Identify relevant grant and funding opportunities - Annually;
i. EXPLORE - Development of a “toolbox” of potential financial incentives to enhance and develop diverse agriculture-related enterprises in the City;	i. 2017-2021;	i. Prepare a list of potential financial incentives for review by relevant City bodies - July 1, 2020;
j. EXPLORE - Development of a <i>Southern Capital Region Agriculture Consortium</i> ;	j. 2017-2021;	j. Initiate contact with the Capital Area Regional Planning Commission and other potentially interested parties regarding interest in formation of a Consortium - July 1, 2018;
k. EXPLORE - Concepts related to development-supported agriculture;	k. Ongoing, 2017-2021;	k. Research concepts, as demand dictates;
l. EXPLORE - Methods to continue to support traditional large-scale crop (corn and soybeans) and dairy farming;	l. Ongoing, 2017-2027;	l. Continue to provide support and resources, as needed;
m. EXPLORE - Methods to support agricultural innovation, including professional training, research, conferences, and information technologies;	m. Ongoing, 2017-2027;	m. Continue to provide support and resources, as needed;
k. EXPLORE - Revision of the City’s fee structure for construction of agriculture-related buildings and parkland dedication requirements for residential development, outside of the City’s urban service area;	k. 2017-2021;	k. Research concepts, as demand dictates;

4. PROMOTION (THINK: LAND, INFRASTRUCTURE, OUTLETS, AND CONSUMERS)



ACTION ITEM	TIMELINE	INDICATOR
a. IMPLEMENT - <i>Fitchburg Agriculture Route (FAR) Bike Tour</i> on the Badger State Trail;	a. Ongoing, 2017-2027	a. Hold bike tour on Fitchburg Days weekend - Annual ;
b. DEVELOP - Agriculture “Signature Theme” Park in the North Stoner Prairie Neighborhood/ Badger State Trail, in accordance with the <i>City’s Parks, Open Space, and Recreation Plan: 2015-2020</i> , or other applicable neighborhoods, if/when the City acquires parkland in said neighborhoods;	b. Ongoing, 2017-2027	b. Develop a <i>City of Fitchburg Parks - Signature Park Theme Concept Proposal</i> for review by relevant City bodies - January 1, 2018 ;
c. DEVELOP - A <i>City of Fitchburg Agriculture Census</i> , and related publication materials including an annual report, identifying key aspects of agriculture production, processing, and distribution, as well as needs, in the City;	c. 2017-2021;	c. Develop Agriculture Census questionnaire for review by relevant City bodies - January 1, 2021 ;
d. DEVELOP - <i>Madison Metropolitan School District - Aldo Leopold Elementary School and Verona Area School District - Stoner Prairie Elementary and Savannah Oaks Middle Schools Agriculture Day</i> , to include the <i>Fitchburg Agriculture Route (FAR) Bike Tour</i> on the Badger State Trail;	d. 2017-2021;	d. Initiate contact with the Madison Metropolitan School District and Verona Area School District to gauge interest in developing a school <i>Agriculture Day</i> - January 1, 2021 ;
e. EXPLORE - Development of place-making initiatives in the City’s agricultural areas, including but not limited to the <i>Fitchburg Agriculture Route (FAR)</i> ;	e. 2017-2021;	e. Identify next steps in implementation of the <i>FAR Concept Analysis</i> - July 1, 2018 ;

4. PROMOTION (THINK: LAND, INFRASTRUCTURE, OUTLETS, AND CONSUMERS)

ACTION ITEM	TIMELINE	INDICATOR
f. EXPLORE - Enhancement of existing or development of new agricultural “anchor enterprises” that provide for agriculture identity and long-term stability;	f. 2017-2021;	f. Identify existing and desired new agricultural “anchor enterprises” and apply to a U.S.D.A. or other applicable grant program - July 1, 2019;
g. EXPLORE - Development of initiatives that increase access to healthy, local foods in select north Fitchburg neighborhoods, including production, processing, and distribution (farmers market and fresh food carts/vending) capabilities;	g. 2017-2021;	g. Work in conjunction with other applicable City departments to develop an integrated and holistic strategic framework to address issues in select north Fitchburg neighborhoods - July 1, 2021;
h. EXPLORE - Development of a <i>Fitchburg Farm to Fork Program</i> that solidifies a production-distribution relationship between agriculture production enterprises and end-users, including restaurants and retail outlets;	h. 2017-2021;	h. Initiate contact with local food end-users in Fitchburg (restaurants, grocery stores, etc.) to determine interest in utilizing agricultural products grown in Fitchburg - January 1, 2019;
i. EXPLORE - Development of cultural and historical elements and associated facilities at Old Fitchburg;	i. 2017-2021;	i. Consult with WDNR staff and other interested parties about potential use of the “Old Fitchburg” site along the Badger State Trail - January 1, 2018;
j. EXPLORE - Inclusion of appropriate additional “agricultural accessory uses” as conditional uses in the City’s agricultural zoning districts;	j. 2017-2021;	j. Prepare a concept document for review by the Agriculture and Rural Affairs Committee - July 1, 2019;
k. EXPLORE - Application for relevant grants and funding;	k. 2017-2021;	k. Apply to a U.S.D.A. or other applicable grant program - July 1, 2019; Identify relevant grant and funding opportunities annually;
l. EXPLORE - Development of a “toolbox” of potential financial incentives to enhance and develop diverse agriculture-related enterprises in the City;	l. 2017-2021;	l. Prepare a list of potential financial incentives for review for review by relevant City bodies - July 1, 2020;

4. PROMOTION (THINK: LAND, INFRASTRUCTURE, OUTLETS, AND CONSUMERS)

ACTION ITEM	TIMELINE	INDICATOR
m. EXPLORE - Development of a <i>Southern Capital Region Agriculture Consortium</i> ;	m. 2017-2021;	m. Initiate contact with the Capital Area Regional Planning Commission and other potentially interested parties regarding interest in formation of a Consortium - July 1, 2018 ;
n. EXPLORE - Energy production and related technologies on agricultural lands that are compatible with other rural and agricultural land uses, including development of a community solar project to identify potential locations to install 375 kW of solar panels in the City;	n. Ongoing, 2017-2027;	n. Attend various workshops, informational meetings, and related events, as needed;

Opportunities in Agriculture

City of Fitchburg Agriculture Plan: 2017 - 2027

Appendix A – Context for Opportunity

Adopted: September 26, 2017



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Historic: Catherine O'Brien Schneider

APPENDIX A – CONTEXT FOR OPPORTUNITY

This *Plan* Appendix provides a context for opportunities identified in Section II of this *Plan*, including *Plan* vision statement, goals, and action items, by profiling existing conditions related to agriculture in the City of Fitchburg utilizing the following as profile categories:

- Geography and History
- Agriculture Community, Economy, and Resources
- Growth and Development

Analysis of this information allowed for formulation of City agriculture issues, also stated in this Appendix. Agriculture issues provide an answer to the question, “What are we planning for?”. The agriculture issues presented in this Appendix were analyzed to develop this *Plan*’s vision statement, goals, and action items, and action item timelines and indicators, as stated in **Section II** of this *Plan*.

This Appendix also provides information on *Plan* implementation including an inventory of *Plan* action item tools, the means by which said action items will be implemented so as to ultimately achieve *Plan* goals. This Appendix groups *Plan* action item tools into three categories:

- Existing Government Agencies/Departments, Programs, and Plans
- Existing Government Regulations
- Existing or Potential Government and Non-Government Partnerships

Finally, this Appendix also provides contextual information on action item timelines and indicators. Action item timelines delineate a specified time period in which an action item should be implemented, providing for an objective evaluation of *Plan* implementation. Action item indicators gauge progress towards item implementation and achievement of goals.

I. GEOGRAPHY AND HISTORY

This part of the *Plan* contains information on the City’s geography and history.

GEOGRAPHY

The City is located in southern Dane County, approximately equidistant from Lake Michigan and the Mississippi River. The City covers approximately 36 square miles, with the northern half of the City consisting of urban/suburban land uses, including low, medium, and high-density residential, commercial, industrial, and park/open space land uses serviced by City sewer and water, with the southern half of the City consisting of rural land uses, including low-density residential development, agricultural, and open space. The City’s population in 2010 was 25,260, and is estimated at 27,996, by the United States Census Bureau, in 2015.

The City is surrounded by vibrant rural communities and burgeoning urban areas. The City is bordered to the north by the Town of Madison and the rapidly growing Wisconsin State capital, the City of Madison, with a population of over 233,000 people in 2010, to the west by the Town of Verona, to the east by the Towns of Dunn and Blooming Grove, and to the south by the Town and Village of Oregon. Similarly, the City of Verona lies approximately one mile west of the City. Wisconsin’s

FITCHBURG IS A CITY OF
APPROXIMATELY 30,000 PEOPLE AND
IS SOUTHERLY ADJACENT TO THE
CITY OF MADISON, A CITY OF
APPROXIMATELY 250,000 PEOPLE.

largest city, Milwaukee, with a metropolitan area containing over 1,750,000 inhabitants in 2010, lies approximately 80 miles east of the City and Rockford, Illinois' third largest city with a population of over 152,000 residents in 2010 is 60 miles south of the City. Additionally, Chicago, Illinois, the country's third largest metropolitan area with a population of over 9.8 million inhabitants, is 110 miles to the City's southeast.

The City is connected to these urban areas and other regional, State, and national locations by an extensive road, rail, and bike/pedestrian trail network. Major roads in the City include U.S. Highways 14 and 151 (Verona Road), and County Highways D (Fish Hatchery Road) and PD (McKee Road). Similarly, U.S. Highway 12/18 (Beltline) lies less than one mile north of the City and U.S. Interstate 90/39 lies approximately 3.5 miles east of the City. The Wisconsin Southern Railroad owns a rail line, utilized by Wisconsin Southern, dissecting the City from north to south in the eastern portion of the City. This rail line has its southern terminus in the Village of Oregon, at the City's southern border, and its northern terminus in the City of Madison. Major components of the City's bike/pedestrian trail network include the Capital City Trail and the Military Ridge State Trail, running east to west across the northern portion of the City, and the Badger State Trail running north to south in the western portion of the City. These trails all intersect in the City just east of Verona Road and north of McKee Road. All of the aforementioned trails are owned and managed by the Wisconsin Department of Natural Resources.

The City's physical geography is varied. The City's urban/suburban areas are home to diverse and unique commercial and industrial sectors, historic and cultural attractions, natural resources, and public and residential areas. The City's rural areas are home to a wide variety of natural resources, historic and cultural attractions, and public and residential areas as well, with the City's rural land base and its rich soils predominately utilized for agriculture. As the City's urban area businesses and industries drive economic growth, so too does the City's rural agriculture production, providing diversification and balance. Various crops are cultivated in the City's rural areas, prominent crops include corn and soybeans. Milk cattle are predominant livestock types reared in the County.

According to America 2050 (a national coalition of regional planners, scholars, and policy-makers interested in developing a framework for the nation's future growth), the City is part of the Great Lakes megaregion, one of 10 such regions throughout the United States. Megaregions are large geographical areas encompassing multiple states and metropolitan areas linked by common transportation systems and containing integrated economic systems and shared natural resources and ecosystems. According to America 2050, most of the nation's population and economic growth is expected to occur within these megaregions. Megaregions are defined by relationships based on common interests, which in turn provides a basis for policy decisions. According to America 2050, the five major relationship categories that define megaregions are:

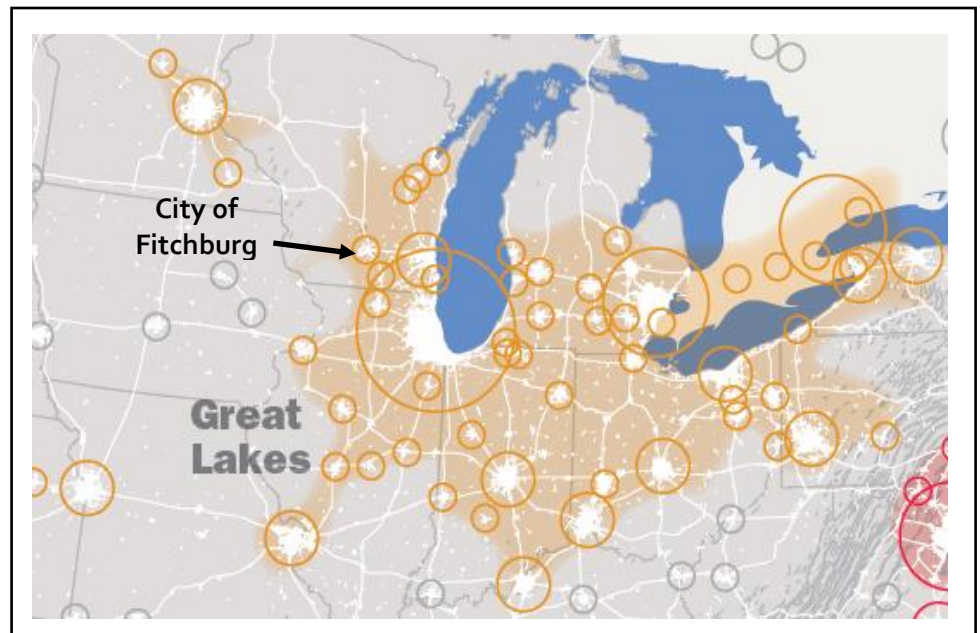
- Environmental systems and topography
- Infrastructure systems
- Economic linkages
- Settlement patterns and land use
- Shared culture and history

FITCHBURG IS WITHIN A 4-HOUR DRIVE OF THREE MAJOR METROPOLITAN AREAS, MILWAUKEE, CHICAGO, AND MINNEAPOLIS/ST. PAUL, HOME TO APPROXIMATELY 16 MILLION PEOPLE.

The Great Lakes megaregion contained a population of 55,525,296 in 2010, 18% of the United States population, with a population of 71,263,185 projected by 2050. The megaregion's GDP in 2005 was \$2,072,869,000,000 or 17% of the nation's total.

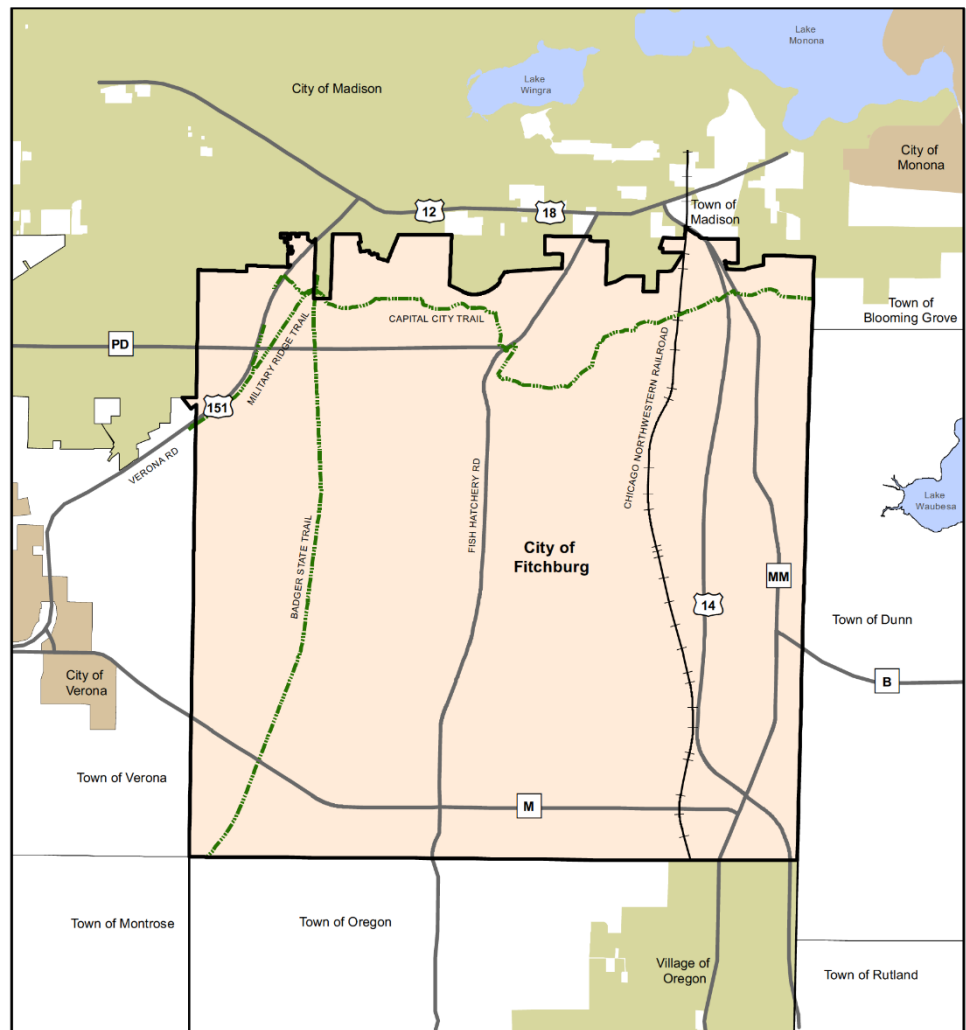
Maps 1a and 1 b identifies the City's vicinity and location, including the Great Lakes megaregion.

Map 1a:
City of Fitchburg: Vicinity



Source: America 2050, Regional Plan Association - 2017

Map 1b:
City of Fitchburg: Location



Source: City of Fitchburg Planning and Zoning Department - 2017

HISTORY

The City has a rich history. The archeological record of the area known as the “Four Lakes”, the area around present-day Lakes Mendota, Monona, Waubesa, and Kegonsa, reveals over 12,000 years of nearly continuous habitation prior to the appearance of Europeans immigrants.

The Ho Chunk Native American tribe figured prominently in the history of the “Four Lakes” area and had various settlements throughout Dane County in the early 19th century in close proximity to what is now the City, including one on the ridge between Lake Waubesa and Lake Monona. The Ho-Chunk were hunter/gatherers, taking advantage of the many opportunities for hunting and fishing in the area. As a result of various treaties, all Native American land in Dane County was relinquished to the Federal Government in 1833, with all lands east of the Mississippi River in the State of Wisconsin relinquished in 1837. The Ho-Chunk remained in Dane County in considerable numbers until 1840, but after 1837 they did not inhabit their historical settlements.

In the years prior to Wisconsin Statehood in 1848, the area that is now the City of Fitchburg was part of the Town of Rome, also including parts of the present-day Towns of Oregon and Dunn. Fitchburg separated from the Town of Rome and became the Town of Greenfield in 1847. The name Greenfield was chosen to describe the lush rolling fields around the Town. However, the Town’s name was changed to Fitchburg in 1853 as a town in Milwaukee County was also named Greenfield.

John Stoner was the first farmer in what is now the City. Stoner farmed the area near Seminole Highway and Lacy Road (known as Stoner Prairie) in 1837, becoming the third farm in all of Dane County. The first permanent settlers of Fitchburg were the Vroman’s, a Dutch family from New York State who arrived in the Madison area in fall of 1836. Brothers Joseph and George were trained as carpenters and came to the area to work on construction of the State Capitol building, settling on approximately 300 acres in Stoner Prairie in 1839. Joseph was a prominent early Fitchburg resident serving as the Town’s first chairman from 1847 to 1849.

FITCHBURG HAS A LONG, STORIED
AGRICULTURAL HISTORY,
DATING BACK TO THE 1830’S, HOME TO
THE THIRD FARM IN DANE COUNTY.

The City’s early settlers were greeted by a gently undulating landscape teeming with prairie grasses and wildflowers. Lorin Miller, a Federal Government Land Surveyor, stated the following about the City in 1833, “This is a good township of land, mostly gently rolling, with a good soil; is not well watered; otherwise holds out many inducements to the farmer. It has some springs and streams on the east side.

On this township we saw many deer and prairie wolves.” Early settlers too found these extremely productive agricultural soils and soon large swaths of the City were under cultivation.



*Fitchburg farmer – Early 20th century
Source: George Vroman*

The City (technically still a Town) continued to retain much of its agricultural character throughout the early 20th century. The shift of transportation from stagecoach to railroad in the mid 19th century led to a shift in settlement of Fitchburg as well, moving from the stagecoach stop at Oak Hall at the intersection of present-day Fish Hatchery Road and County Highway M to land along the Illinois Central line, just north of present-day County Highway M. Illinois Central established the Fitchburg railroad depot at this site in 1888, spurring development of

the area. This settlement, now known as Old Fitchburg, was a hub of commercial activity for the surrounding area containing a grocery store, post office, feed mill, lumber and coal yard, implement dealer, stockyard, blacksmith shop, church, and cheese factory. The Fitchburg depot closed in 1926, with decline in settlement and development of the area evident soon after.

The City (technically still a Town), feeling the effects of growth from the City of Madison, developed residential, commercial, and industrial land uses along its northern portions, and was also subject to annexations by the City of Madison, in the mid to late 20th century. The City incorporated as a city in 1983.

The City's favorable geography, natural resources, and sound land use planning and economic diversification policies have ensured the City continues to grow and develop at a steady and sustainable rate, through the end of the 20th century and on into the 21st century.

II. AGRICULTURE COMMUNITY, ECONOMY, AND RESOURCES

This part of the *Plan* contains information on agriculture in the City of Fitchburg utilizing the following categories:

- Community
- Economy
- Resources

COMMUNITY

Agriculture provides an identity for the State of Wisconsin and many communities located within its borders. Commonly known as “America’s Dairyland”, the State is known internationally for its dairy industry and consistently ranks among the top producers of dairy products in the United States. The State is particularly well-known for its cheese industry, producing commodities on both a large and small-scale. Wisconsin’s craft cheeses routinely win awards in national and international cheese competitions.

FITCHBURG HAS FOUR DAIRY FARMS, SIX HORSE FARMS, AN APPLE ORCHARD, AND A WEEKLY FARMERS MARKET.

Similarly, the City of Fitchburg is one of many communities in the State that derive a substantial element of their identity from agriculture. The City’s agriculture community is comprised of many unique components, integrating and

fostering mutually beneficial relationships between the City’s urban and rural sectors.

The City’s agricultural community is comprised of various “signature” components. The City’s Stoner Prairie, just south of Lacy Road on either side of Seminole Highway, has some of the most productive soils in Wisconsin and the United States. Four milk producing dairy farms, Stoner Prairie, Hageman, Caine, and the Oregon State Farm, housing approximately 750 head of cattle collectively, are present in the City. Various horse farms are also located in the southern portion of the City, comprising a unique element of the City’s agricultural identity. These farms board and train horses and host various equestrian-related events.



Stoner Prairie Dairy, Fitchburg
Source: City of Fitchburg

Multiple components of local food systems, generally defined as processing, distribution, and consumption of food products in close proximity to where they are produced, are also located within the City. These components include a commercial apple orchard, Eplegaarden, located in the southeast portion of the City, and numerous community and collective gardens and small-scale agriculture operations scattered throughout the City. A weekly farmers market, located on East Cheryl Parkway in the City, is also held April through October.

The Madison metropolitan region, of which Fitchburg is a part, is known nationally for its demand for local food, and its commitment to meet this demand through development of a sustainable local food system. This local food demand is evidenced by the prominent seasonal Dane County Farmers Market, various other seasonal regional farmers markets, a proposed permanent public farmers market in the City of Madison, a multitude of successful community supported agriculture businesses, stable local food production-distributor relationships (i.e. local vegetable or livestock farms that sell to local grocery stores or restaurants), and various supportive non-profit organizations and groups. The aforementioned City's farmers market, Eplegaarden, and community/collective gardens and small-scale agriculture operations help to meet the regional demand for local food. Additional unfulfilled local food demand in the City does remain, however.

THE MADISON METROPOLITAN AREA IS KNOWN FOR ITS DEMAND FOR LOCAL FOOD, EVIDENCED BY THE DANE COUNTY FARMERS MARKET, THE LARGEST PRODUCER-ONLY MARKET IN THE UNITED STATES.

The *Nine Springs Health Impact Assessment* (HIA), completed by Public Health - Dane County and Madison in 2014, identified the neighborhoods surrounding the City's Nine Springs Golf Course in the north central portion of the City as having the highest childhood obesity rates in Dane County. Similarly, the *Nine Springs Golf Course - Potential Park Use Option Master Plan*, adopted by the City in 2014, indicates the population in these neighborhoods is younger and of lower-income, on average, in comparison to the rest of the City. There is a commercial grocery store located approximately 0.5 miles from these neighborhoods, although both the HIA and the Park Master Plan recommended exploring options for creating additional access to fresh, local food in these neighborhoods. Additionally, the Allied Drive and King James Neighborhoods, in the City's northwest portion, have similar demographics and needs.

CERTAIN NEIGHBORHOODS IN THE CITY'S NORTHERN PORTION LACK ADEQUATE ACCESS TO FRESH, LOCAL FOODS.

The Badger State Trail, a bike/pedestrian trail owned/managed by the Wisconsin Department of Natural Resources, dissects some of the City's most productive agricultural lands and is in close proximity to many of the aforementioned "signature" components of the City's agricultural community.

The City has recently installed "Agriculture Past and Present" interpretive signs on the Fitchburg Agriculture Route (FAR), a 4.5-mile portion of the Badger State Trail trail running from the North Stoner Prairie Neighborhood to the City's southern border. The FAR is part of the City's larger 19-mile Heritage Circle Route, a recreational trail/path encircling the City, and links "New" Fitchburg, an urbanized area in the northern half of the City developed in the latter half of the 20th century with "Old" Fitchburg, an area in the southwestern portion of the City first settled in the late 19th century. The FAR signs tell the story of Fitchburg's past and present along the FAR, a story in which agriculture plays a prominent role.



Interpretive sign on the FAR, Fitchburg
Source: City of Fitchburg

The FAR concept represents a unique opportunity for the City to drive social, economic, and agriculture growth by creating a kind of “**Local Food Corridor/Agricultural Main Street**” along the FAR. The FAR concept centers on taking advantage of FAR characteristics and local/regional market demand, and re-envisioning the FAR area as an “agricultural cluster” containing interdependent, diverse local food production enterprises (orchards, community gardens, small-scale crop production and livestock rearing, etc.) and agriculture-related value-added production and retail (artisan cheese, winery/brewery, dairy, etc.), utilizing the Badger State Trail as a “unifying corridor”.

THE FITCHBURG AGRICULTURE ROUTE (FAR) IS A CONCEPTUAL AGRICULTURAL LAND USE VISION FOR A 4.5-MILE SEGMENT OF THE BADGER STATE TRAIL, RUNNING THROUGH THE CITY.

The City also hosts an annual bike tour on the FAR, showcasing the City’s prominent agricultural enterprises, and exposing City residents and others to the importance of agriculture to the City’s history, identity, and economy. The City, in partnership with the University of Wisconsin-Madison graduate program in Urban and Regional Planning, has developed the

Fitchburg Agriculture Route (FAR) - Concept Analysis, which provides a conceptual “roadmap” to develop and implement the FAR over a five-year period.

Aspects of the City’s agricultural past are still evident today, with some commemorated in the FAR signs, as well as other related signage. The Old Fitchburg settlement was a hub of commercial activity for the surrounding agricultural area in the late 19th and early 20th century, containing a grocery store, post office, feed mill, lumber and coal yard, implement dealer, stockyard, blacksmith shop, church, and cheese factory. The Fitchburg Historical Society has installed an interpretive sign at Old Fitchburg, retelling various aspects of the settlement’s past. Numerous historical buildings vital to the City’s agricultural past also remain, including schoolhouses that served to educate children living in rural areas of Fitchburg, and various mid to late 19th century homesteads and barns, including the Vroman Homestead and McKenna Barn, both located along Seminole Highway in the western portion of the City. Historical interpretive signs denote some of these buildings.



Old Fitchburg railroad depot – Early 20th century
Source: Wisconsin Historical Society

The City does have a few prominent larger-scale agriculture-related businesses as well. These include All-Juice Midwest, one of the top five independent fruit juice processors in the United States located on Fish Hatchery Road near the City’s northern border, Certco, Inc., a whole sale distributor to independent supermarkets throughout the Upper Midwest and located on Verona Road in the City’s northwest corner, and Hartung Brothers, with multiple offices throughout the United States and located on Haight Farm Road in the City’s central western portion, offering agriculture contracts for vegetables and seed corn to both farmers and processors.

The City has limited agricultural support services and infrastructure. Sweeney Trucking, a bulk milk tanker owner, is located in the northwest corner of the City as is Aova Technologies, an agricultural biotechnology company feed and animal nutrition products.

The following Figures 1 - 12 identify other various additional aspects of the City’s agricultural community. Figure 1 identifies geographical distribution of the City’s population in 2010.

Figure 1:
City of Fitchburg: Population: 2010

	Number	Percent
Within Urban Service Area	21,600	85.5%
Outside of Urban Service Area	3,660	14.5%
TOTAL	25,260	100.0%

Source: City of Fitchburg Planning and Zoning Department - 2016



Source: Public domain

Figure 1 indicates a large majority of City residents, approximately 86%, lived within the City's urban service area in 2010, an area serviced by City sewer and water and exhibiting urban or suburban land uses. Approximately 15% of City residents lived outside of the urban service area in 2010 on lands predominately utilized for agriculture, or in close proximity to said lands. For the purposes of this *Plan*, the City's existing land uses are classified into 10 general categories as follows:

1. Residential
2. Commercial
3. Industrial
4. Institutional
5. Recreation
6. Agriculture
7. Transportation (Other than Streets), Communications, and Utilities
8. Street Right of Way
9. Open Space or Vacant
10. Water

APPROXIMATELY 16% OF THE CITY'S
POPULATION LIVED IN RURAL AREAS,
(OUTSIDE THE URBAN SERVICE AREA) IN 2010.

Figure 2 identifies the City's land use by the aforementioned categories in 2016.

Figure 2:
City of Fitchburg: Land Use: 2016

Land Use Category	2016	
	Acres	Percent
Residential	2,754.5	12.2%
Single-Family	2,236.6	9.9%
Two-Family	111.4	0.5%
Multi-Family	406.4	1.8%
Commercial	499.9	2.2%
Industrial	621.3	2.8%
Institutional	297.2	1.3%
Recreational	351.7	1.6%
Agriculture	11,165.3	49.6%
Transportation (Other than Streets), Communications and Utilities	237.0	1.1%
Streets	1,658.8	7.4%
Open Space or Vacant	4,766.6	21.2%
Water	144.9	0.6%
TOTAL	22,505.9	100.0%

Source: Dane County Regional Planning Commission and City of Fitchburg Planning and Zoning Department - 2016

Figure 2 indicates agriculture was the most common land use in the City in 2016, encompassing approximately 11,200 acres and almost 50% of the City's total land base. Open space or vacant is the next most common land use at approximately 4,800 acres and 22%, followed by residential at approximately 2,724 acres and 12%.

Figure 3 identifies farms and farmland acres in the City in 2016.

Figure 3:
City of Fitchburg: Farms and Farmland Acres: 2016

Farms*	27
Organic**	0
Farmland Acres	11,165
Organic**	0

Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2016

FITCHBURG HAS OVER 11,000 ACRES OF AGRICULTURAL LAND WITHIN ITS BORDERS, ALMOST HALF ITS TOTAL LAND BASE.

*Defined as any land in which agriculture is the primary use and main income source for the land owner or renter.

**Defined in accordance with United States Department of Agriculture National Organic Standards Board (NOSB) definition, April 1995.

Figure 3 indicates the City had 27 farms and over 11,000 acres in farmland use in 2016, and no organic farms or farmland.

Figure 4 identifies known community or collective gardens and small-scale agriculture land uses in the City in 2016.

Figure 4:
City of Fitchburg: Community or Collective Gardens* and Small-Scale Agriculture:** 2016



Eplegaarden, Fitchburg

Source: Natalie Cotter

*Defined as any land area less than 2 acres gardened by a group of people or organization.

**Defined as any land area between 2 and 40 acres owned or managed by an individual, group of people, organization, or business in which food products are grown and available for immediate consumption or sale without requiring extensive processing.

Type	Garden Name/Operator or Landowner/Business
Garden	All Saints Lutheran Church
Garden	Drumlin Gardens
Garden	Gardens at Swan Creek
Garden	Fitchburg Fields
Garden	St. Vincent DePaul Food Pantry
Garden	Leopold Elementary School
Garden	Promega Cafe
Garden	Rimrock/Green
Garden	Savannah Oaks Middle School
Small-Scale Agriculture	Patrick and Tom O'Brien
Small-Scale Agriculture	John Doerfer
Small-Scale Agriculture	Fitchburg Lands, L.L.C.
Small-Scale Agriculture	Eplegaarden

Source: City of Fitchburg Agriculture and Rural Affairs Committee -2016

Figure 4 indicates 13 known community or collective gardens and small-scale agriculture land uses in the City in 2016.

APPROXIMATELY 14 SMALL-SCALE AGRICULTURE/LOCAL FOOD PRODUCTION OPERATIONS ARE LOCATED IN FITCHBURG.

Figure 5 identifies farm type by North American Industry Classification in the City in 2012.

Figure 5:
City of Fitchburg: Farm Type By North American Industry Classification: 2012

Farm Type	Number	Percent
Beef cattle	4	14.9%
Horse, aquaculture and other animal	6	22.2%
Dairy cattle and milk	4	14.9%
Greenhouse, nursery, and floriculture production	8	29.5%
Vegetable, melon, fruit, and tree nut	5	18.5%
TOTAL	27	100.0%

Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2012



Southern Wisconsin horse farm
Source: Carolyn Brady

Figure 5 indicates greenhouse, nursery, and floriculture farms comprised the highest percent (29.5%) of farms in the City, with horse, aquaculture, and other animal farms comprising the second highest percent (22.2%), in 2012.

Figure 6 identifies farm or rural landholding size in the City in 2012.

Figure 6:
City of Fitchburg: Farm or Rural Landholding Size (Acres): 2012

ALMOST 70% OF RURAL LANDHOLDINGS IN FITCHBURG ARE 11 ACRES OR GREATER.

Farm or Rural Landholding* Size (Acres)	Number	Percent
10 or less	47	32.6%
11 or more	97	67.4%
TOTAL	144	100.0%

Average Farm Size (Acres)	Data not available
---------------------------	--------------------

Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2012

*Defined as any tax parcel located outside of the City's urban service area and zoned Exclusive Agriculture (A-E), Transitional Agriculture (A-T), or Small Lot Agriculture (A-S).

Figure 6 indicates the majority (67.4%) of farms or rural landholdings in the City were 11 acres or greater in 2012.

Figure 7 identifies farm ownership in the City in 2012.

Figure 7:
City of Fitchburg: Farm Ownership: 2012

Farm Ownership	Number	Percent
Individuals or families	Data not available	
Family partnerships	Data not available	
Family corporations	Data not available	
Non-family corporations and other	Data not available	
TOTAL	27	100.0%

Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2012

THE AVERAGE NUMBER OF YEARS DANE COUNTY FARM OPERATOR'S HAVE BEEN ON THEIR FARMS ≥6.5.

Figure 7 indicates no data was available for farm ownership in Fitchburg in 2012.

Figure 8 identifies farm operator years on the farm in Dane County in 2012.

***Figure 8: Dane County:**
Farm Operator Years On Farm: 2012



Source: Public domain

Years on Farm	Number	Percent
2 or less	65	2.4%
3 to 4	110	4.0%
5 to 9	240	8.7%
10 or more	2,334	84.9%
TOTAL	27	100.0%
Average Years On Farm	26.5	

Source: USDA Census of Agriculture - 2012

Figure 8 indicates almost 85% of farmers in Dane County have been on their farms for 10 years or more.

Figure 9 identifies farm operator age in Dane County in 2012.

***Figure 9:**
Dane County: Farm Operator Age: 2012

Age	Number	Percent
Under 25	12	0.4%
25 to 34	115	4.2%
35 to 44	206	7.5%
45 to 54	754	27.4
55 to 64	903	32.9
65 and over	759	27.6
TOTAL	2,749	100.0%
Average Age	57.7	

Source: USDA Census of Agriculture - 2012

ONLY 4.6% OF FARMERS IN DANE COUNTY ARE UNDER THE AGE OF 35.

Figure 9 indicates the average age of farmers Dane County is almost 58 in 2012.

*Data is not available at the City-level.

Figures 10 and 11 identify prominent crop types grown in the City in 2012.

Figure 10:
City of Fitchburg: Prominent Crop Type By Acres Harvested: 2012

Crop Type	Number	Percent
Corn (Grain)	5,141	46.1%
Soybean	3,025	27.1%
Hay	1,411	12.6%
Wheat	302	2.7%
Other	201	1.8%
Unknown	1,085	9.7
TOTAL	11,165	100.0%

Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2012

CORN AND SOYBEANS
TOTAL OVER 80%
OF CROPS GROWN
IN THE CITY.

Figure 11:
City of Fitchburg: Prominent Crop Type By Bushel Harvested: 2012

Crop	Bushels
Corn (Grain)	925,380
Soybean	151,200
Hay	7,055 (tons)
Wheat	15,100
Other	NA

Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2012

Figures 10 and 11 indicate corn was the most prominent of all crops raised in the City in 2012, both in acres harvested (5,141 and 46.1%) and bushels (925,380), with soybeans the second most prominent both in acres harvested (3,025 and 27.1%) and bushels (151,200).

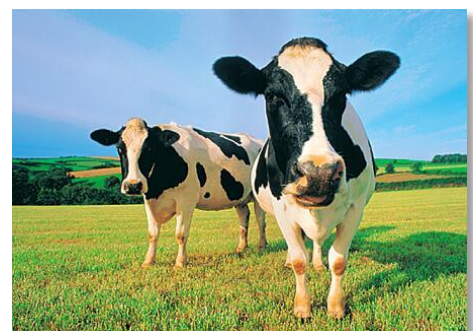
Figure 12 identifies prominent livestock types reared in the City in 2016.

Figure 12:
City of Fitchburg: Prominent Livestock: 2012

Livestock Type	Number
Cattle and calves	750
Hogs and pigs	Data not available
Sheep and lambs	Data not available

Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2012

Figure 12 indicates cattle and calves were the largest livestock type in the City in 2012, with over 750 head.



Source: Public domain

CATTLE IS THE LARGEST SEGMENT OF THE
CITY'S LIVESTOCK POPULATION, WITH
APPROXIMATELY 750 HEAD.

ECONOMY

According to DATCP, agriculture is a \$88 billion a year industry in the State of Wisconsin, providing goods, services, and jobs. Agriculture is an integral part of the City's economy as well. For the purposes of this Plan, the City's agriculture economy consists of employment, business sales, and tax revenues.

The following Figures 13 - 17 identify various aspects of the City's and County's agricultural economy.

Figure 13 identifies agriculture-related and farm employment in Dane County in 2012.

AGRICULTURE IS AN \$88
BILLION DOLLAR
INDUSTRY IN THE STATE
OF WISCONSIN.

***Figure 13:**
Dane County: Agriculture-Related Employment: 2012

Number of People Employed	Number	Percent of Total County Employment	Jobs Generated In Other Parts of County Economy
17,294	17,294	4.4%	.97

Source: University of Wisconsin Cooperative Extension - Dane County - 2014

Figure 13 indicates agriculture-related employment accounted for approximately 4.4% of the County's workforce in 2012.

AGRICULTURE ACCOUNTED FOR
APPROXIMATELY 4.4% OF THE
COUNTY'S WORKFORCE IN 2012.

Figure 15 identifies agriculture business sales in Dane County in 2012.

***Figure 14: Dane County:**
Agriculture Business Sales: 2012

Dollars	Percent of Total County Business Sales	Dollars Generated In Other Parts of County Economy
\$1.29 Billion	3.7%	\$1.26

Source: University of Wisconsin Cooperative Extension - Dane County - 2012



Wisconsin dairy farm worker
Source: Rick Wood, Milwaukee Journal
Sentinel - 2013

Figure 14 indicates Dane County agriculture business sales accounted for \$1.29 billion, and almost 4% of total County business sales, in 2012.

Figure 15 identifies prominent agricultural commodities in the City in 2016.

AGRICULTURE ACCOUNTED
FOR APPROXIMATELY \$1.3
BILLION IN TOTAL BUSINESS
SALES IN THE COUNTY IN 2012.

*Data is not available at the City-level.

Figure 15:
City of Fitchburg: Prominent Agriculture Commodities By Business Sales: 2012



Source: Public domain

Agriculture Commodity	Business Sales (Millions)
All crops	
Corn (Grain)	\$6,940,350
Soybean	\$2,268,000
Nursery and greenhouse	Unknown
Wheat	\$113,250
Other	\$402,000
All livestock	
Milk and dairy	\$2,717,000
Cattle and calves	\$150,000
Hogs and pigs	Unknown
Organic	\$0
Other	Unknown
TOTAL	\$12,590,600
Average Per Farm	Data not available

Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2012

Figure 15 indicates raw agricultural commodities produced almost \$13 million dollars in business sales in 2012.

CORN, SOYBEAN, AND MILK/DAIRY SALES ACCOUNTED FOR ALMOST \$13 MILLION IN BUSINESS SALES IN 2012.

Figure 16 identifies agriculture tax revenue in Dane County in 2012.

***Figure 16:**
Dane County: Agriculture Tax Revenue: 2012

Agriculture Tax Revenue Type	Revenue (Millions)
Income tax	23.2
Sales tax	18.9
Property tax (Excluding those paid to local schools)	25.4
Other fees and charges	13.1
TOTAL	\$80.6

Source: University of Wisconsin Cooperative Extension - Dane County - 2014



Source: Public domain

AGRICULTURE CONTRIBUTED ALMOST \$81 MILLION IN LOCAL TAXES IN 2012.

Figure 16 indicates agriculture contributed almost \$81 million in local taxes in 2012.

*Data is not available at the City-level.

RESOURCES

The State of Wisconsin has substantial valuable agricultural resources, including productive agricultural lands and soils, and an abundant supply of water and other natural resource features conducive to agriculture. The City contains these same agricultural resources. The City's agricultural resources include Protected Agricultural Lands (PAL), Priority Agricultural Soils (PAS), and Hydrological Features and Woodlands.

The City has approximately 229 acres of agriculture lands protected through agricultural conservation easement or deed restriction. These lands, termed Protected Agricultural Lands (PAL) for the purposes of this *Plan*, are subject to easement or deed restriction terms which state the land shall remain in agriculture use into perpetuity. PAL are dispersed in three contiguous blocks throughout the City.

The City of Fitchburg contains highly productive agricultural soils as well. These soils, termed Priority Agricultural Soils (PAS)* for the purposes of this *Plan*, were identified utilizing a Soil Suitability Score (SSS). A soil type's SSS identifies its potential for total yield/gross economic return of suitable crops and the approximate economic and environmental cost of producing a crop on that soil type.



Source: Public domain

SSS were developed utilizing Natural Resources Conservation Service (NRCS) land evaluation scores for State of Wisconsin soil types, normalized to the City. NRCS formulated a land evaluation score for all soil types located in the City utilizing the following criteria and formula:

- **Productivity:** A soil type's potential yield of agricultural crops

$$\begin{aligned} & (\text{Prime farmland score (0-10)} \times 0.15) \\ & + \\ & (\text{Land capability score (0-10)} \times 0.30) \\ & + \\ & \frac{(\text{Productivity score (0-10)} \times 0.55)}{\text{SSS score}} \end{aligned}$$

For the purposes of this *Plan*, soil types in the City receiving a SSS of 90 or higher are designated as PAS.

FITCHBURG HAS APPROXIMATELY 230 ACRES OF LAND PERMANENTLY PROTECTED FOR AGRICULTURAL USE, AND SOME OF THE MOST PRODUCTIVE AGRICULTURAL SOILS IN WISCONSIN.

*It is important to note there are agricultural soils suitable for productive agricultural use in the City that may not have been identified as PAS in this *Plan*, utilizing the methodology described herein.

HYDROLOGICAL FEATURES AND WOODLANDS*

Hydrological features include all of the following:

- Floodplain - Lands identified as floodplain by the Federal Emergency Management Agency (FEMA), as delineated in accordance with the most current FEMA floodplain maps adopted by the Council;
- Open water - Areas identified as navigable lakes, ponds, and streams by the WDNR;
- Shorelands - Lands identified within seventy-five (75) feet of the ordinary high water mark of a surface water feature, as delineated in accordance with *Chapter 22 - Zoning, Code of Ordinances, City of Fitchburg*;
- Wetland - Lands identified as wetland, as delineated by the WDNR or another qualified entity;
- Wetland buffers - Lands identified within seventy five (75) feet of wetlands, as delineated by the City;

Surface water and groundwater, serving as components of the aforementioned hydrological features, are particularly vital to agriculture in the City. The City is home to approximately 84.3 acres of surface water and 27.6 miles of streams (both permanent and intermittent). Of these, 42.8 acres of surface water and 14.8 miles of streams are in rural Fitchburg. These surface waters irrigate the City's agricultural lands, fortify the City's drinking water supply, offer opportunities for outdoor recreation and tourism, and serve a crucial role in the City's ecosystem health. Today, nonpoint source pollution from both agricultural and urban lands is the biggest county-wide threat to surface water quality.

THE CITY HAS APPROXIMATELY 84 ACRES OF SURFACE WATER, AND 28 MILES OF STREAMS, INCLUDING NINE SPRINGS CREEK, BADGER MILL CREEK, MURPHY CREEK, AND LAKE BARNEY.



Nine Springs Creek, Fitchburg
Source: City of Fitchburg

Similarly, the City depends on groundwater aquifers for its drinking water supply and irrigation of agricultural lands. County wide, 60 million gallons of groundwater are withdrawn daily and a rate of about 140 gallons per person. At that rate, the City extracts approximately 3.6 million gallons a day (based on population), though that value is not adjusted for potential heavy users. Urban areas in the region are disproportionately responsible for heavy groundwater extraction, resulting in a cone of depression extending out from the isthmus between Lakes Mendota and Monona in the City of Madison, and including the City of Fitchburg. This extraction pattern is evident in reduced baseflow of several Fitchburg streams including Nine Springs Creek (7.31 cubic feet per second (cfs) to 5.6 cfs), Badger Mill Creek (5.37 cfs to 3.5 cfs), and Murphy Creek (4.94 cfs to 2.30 cfs).

Animal manure is used throughout the City to fertilize the County's agricultural lands. Manure application on agricultural lands is an economical and environmentally responsible fertilizing and manure management method, providing agricultural soils with the vital nitrogen and phosphorus needed to maintain the soil's productivity. This nitrogen and phosphorus, if misapplied, can potentially leach into the City's surface waters and groundwater, causing algae blooms in surface waters that affect the

*The location of hydrological features and woodlands shall reflect the most current and best data and information available to the City.

water's recreation/aesthetic potential and aquatic habitat, and compromise the groundwater aquifers that supply drinking water.

NITROGEN AND PHOSPHORUS, FROM ANIMAL MANURE, DOES ENTER THE REGION'S WATER BODIES, CAUSING ALGAE BLOOMS THAT COMPROMISE THE ECOSYSTEM HEALTH OF THESE BODIES.

Nitrate levels in the City's surface waters and groundwater are increasing. Increased levels of nitrate in surface waters and groundwater can have various detrimental health effects. Increased nitrate levels in surface waters and groundwater are often the result of nitrates from agricultural fertilizer and POWTS leaching into these waters. According to the

Dane County Regional Planning Commission (now CARPC), 25% to 35% of private wells in the County exceed the health enforcement level of 10 mg/L for nitrates, due in part to nitrates leaching from animal manure fertilizer and POWTS effluent into surface waters and groundwater. Approximately 10 of the wells exceeding those levels were observed within the City of Fitchburg, and the total number of private wells is unspecified.

While nitrate is the most prominent pollutant of concern, rural groundwater may be sensitive to other, more localized pollutants. A 1999 analysis of water quality found elevated levels of atrazine in several private wells, leading DATCP to restrict and in some areas ban the use of herbicides containing the compound. Bacterial pollution is also a risk, however it is often associated with improper well construction and can be easily remedied.

HIGH LEVELS OF NITRATE POLLUTANTS HAVE BEEN OBSERVED IN PRIVATE WELLS THROUGHOUT DANE COUNTY.

The Madison Metropolitan Sewerage District, of which Fitchburg is a part, is coordinating the Yahara WINs project, intended to work cooperatively with various parties (Cities, Villages, Towns, agricultural landowners, etc.) in the Yahara Watershed, to reduce the watershed's phosphorus load through an adaptive management strategy, to meet State of Wisconsin requirements. The strategy focuses on developing and implementing agricultural practices to reduce phosphorus load in water resources, as opposed to building new "brick and mortar" facilities to treat these resources. This strategy builds on an adaptive management pilot project, Yahara Pride, developed in 2012 in the northern part of the Yahara Watershed. Agricultural landowner involvement in the Yahara WINs project is completely voluntary. The City signed an inter-governmental agreement in 2016, agreeing to be involved in the project.

Woodlands are lands comprising contiguous deciduous and/or coniferous vegetation. Large woodlands in the City include areas in the City's northeast and northwest portions

Map 2 identifies major components of the City's agricultural community, economy, and resources.



Gorman Wayside, Fitchburg
Source: City of Fitchburg

RENEWABLE ENERGY

Recent domestic land use trends have seen agricultural lands utilized for renewable energy production, including facilities related to solar and wind energy production. Often, the land can still be utilized for agricultural production. The price of solar energy has declined 80% in the last decade, and current federal and state incentives lower the cost even further for solar electric projects. Other solar energy benefits include:

- Lower energy prices and stabilized energy rates for the life of the solar panels;
- Cleaner air and lower greenhouse gas emissions;
- Availability of federal tax credits that cover 30% of project installation costs (expire in December 2019);

The City currently produces about 1% of its electricity through two solar installations, one on the roof of City Hall and the other on City-owned land adjacent to the Public Works Maintenance Facility. The City also purchases renewable energy credits through Madison Gas & Electric's Green Power Tomorrow Program.

SMALL-SCALE SOLAR AND WIND ENERGY PRODUCTION IS A LAND USE COMPATIBLE WITH AGRICULTURE.

The City's Common Council has recently adopted two pledges by resolution to:

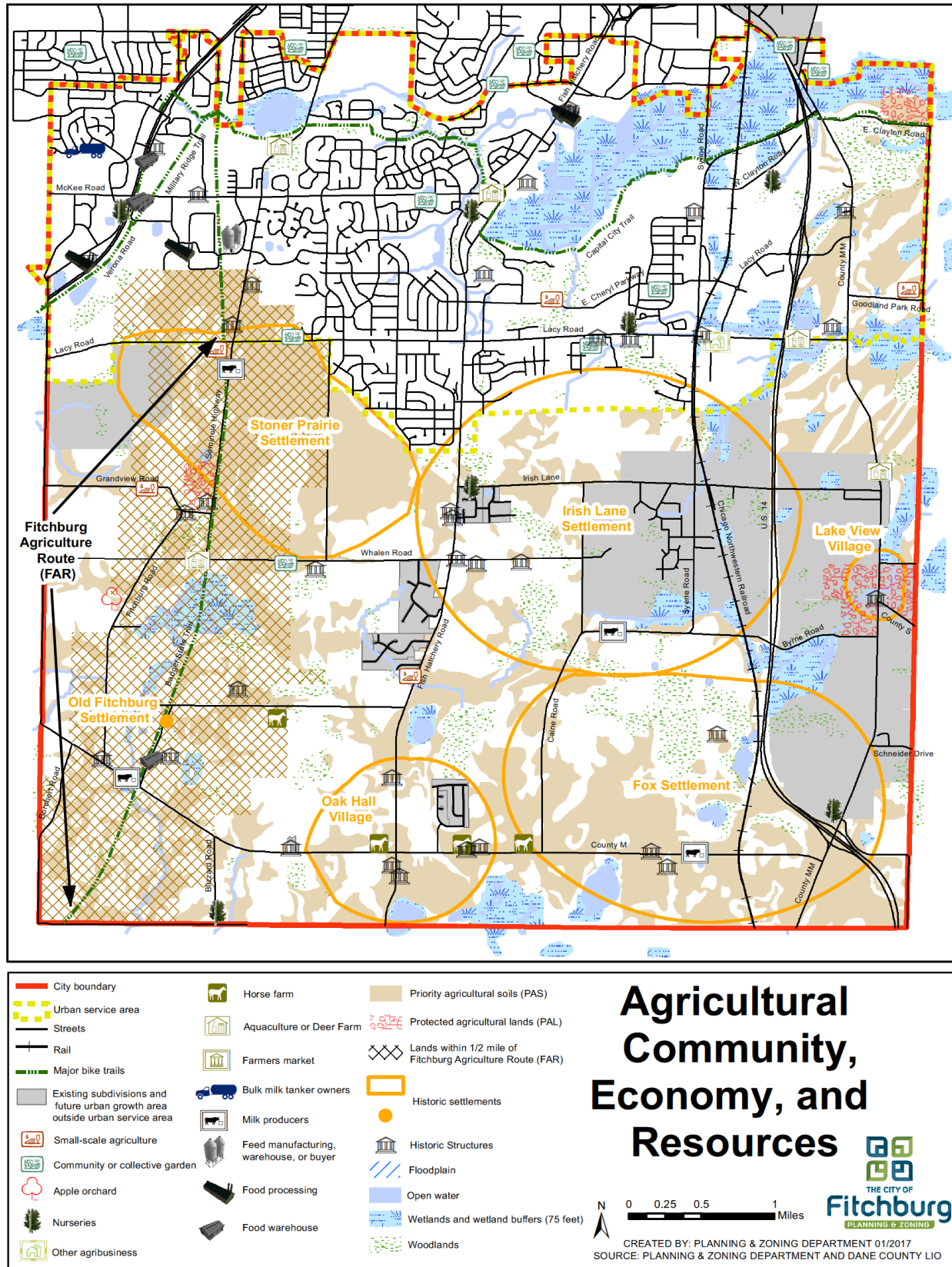
- Produce 25% of municipal energy with renewable energy by 2025;
- Reduce greenhouse gas emissions through the U.S. Mayor's Climate Protection Agreement;

The Common Council also approved the development of an additional 375 kW of solar electricity in 2017, bringing municipal renewable electricity production to about 11% of total electricity consumed. Rural landowners have the opportunity to host a shared solar project in partnership with the City or develop their own solar project.



Solar panels in agricultural field
Source: Public domain

**Map 2: City of Fitchburg:
Agriculture Community, Economy, and Resources: 2016**



Source: City of Fitchburg Planning and Zoning Department - 2016

III. GROWTH AND DEVELOPMENT

This part of the *Plan* inventories the City's growth and development projections*, including residents, residential units, and land use.

Figure 17 identifies a projection of population in the City from 2010 - 2029.

**Figure 17: City of Fitchburg:
Additional Residents: 2010 - 2029**

	Years		
	2010-2019	2020-2029	Total: 2010 - 2029
Additional Residents	5,171	4,955	10,126

Source: Capital Area Regional Planning Commission and City of Fitchburg Planning and Zoning Department - 2016

Figure 17 projects approximately 10,000 additional residents in the City from 2010 - 2029.

Figure 18 identifies a projection of residential units in the City from 2015 - 2029.

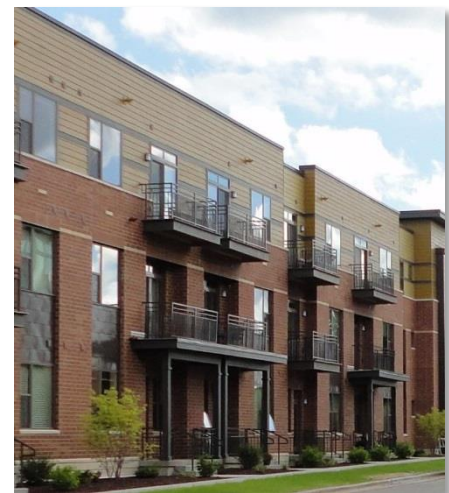
**Figure 18: City of Fitchburg:
Additional Residential Units: 2015 - 2029**

	Years			
	2015-2019	2020-2024	2025-2029	Total: 2010-2029
Additional Residential Units	1,138	959	951	3,048

Source: Capital Area Regional Planning Commission and City of Fitchburg Planning and Zoning Department - 2016

Figure 18 projects approximately 3,048 additional residential units in the City from 2015 - 2029.

FITCHBURG IS PROJECTED TO GAIN
AN ADDITIONAL 10,000 RESIDENTS
AND 3,000 RESIDENTIAL UNITS,
FROM 2010 TO 2029.



Multi-family housing, Fitchburg
Source: City of Fitchburg

Figure 19 identifies a projection of acres gained or lost by land use category in the City from 2015 - 2029.

*All projections presented herein are intended to serve as a guide for planning purposes, providing only an indication of possible future City population, housing, and land use, and cannot account for the myriad of future factors that may influence future City population, housing, and land use.

Figure 19:
City of Fitchburg: Land Use Category Acres Gained or Lost: 2015 - 2029

Land Use Category	Years and Acres Gained or Lost			
	2015-2019	2020-2024	2025-2029	Total: 2015-2029
Residential	163	137	136	436
Commercial and Industrial	70	79	79	228
Communications, Utilities, and Institutional	12	12	12	36
Streets	51	58	57	166
Stormwater	11	13	12	36
Recreational	68	76	79	223
Agriculture, Open Space, or Vacant	-375	-375	-375	-1,125
TOTAL*	0	0	0	0

Source: Dane County Regional Planning Commission and City of Fitchburg Planning and Zoning Department - 2016

*All "development" in the land use categories identified in Figure 20 is projected to come out of the Agriculture, Open Space, or Vacant land use category.

Figure 19 indicates a loss of approximately 1,100 acres of agriculture, open space, or vacant land to accommodate other land uses in the City from 2015 - 2029.

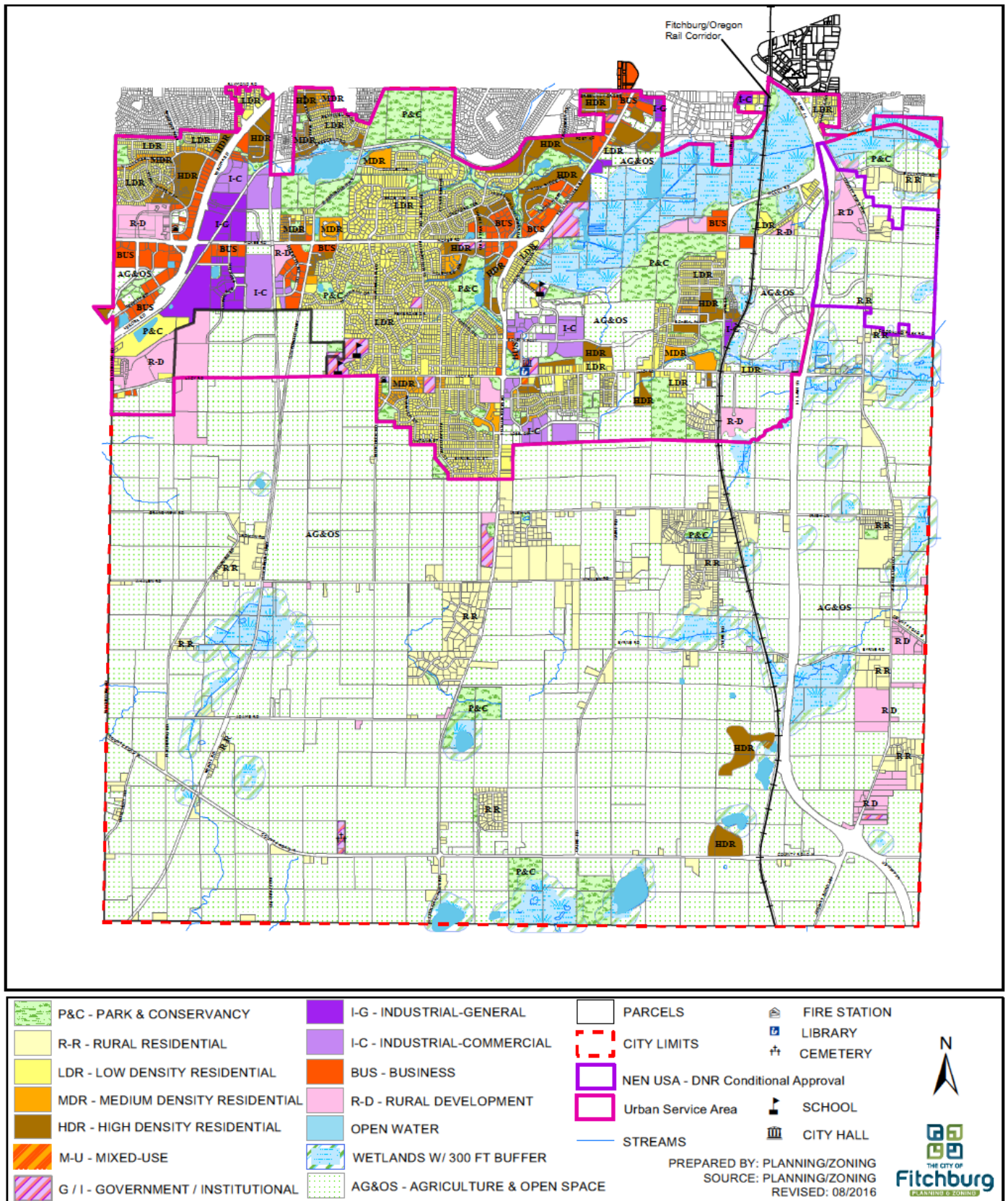
Map 3 identifies existing land use in the City in 2014 and Map 4 identifies future land use in the City in 2016.



Source: Public domain

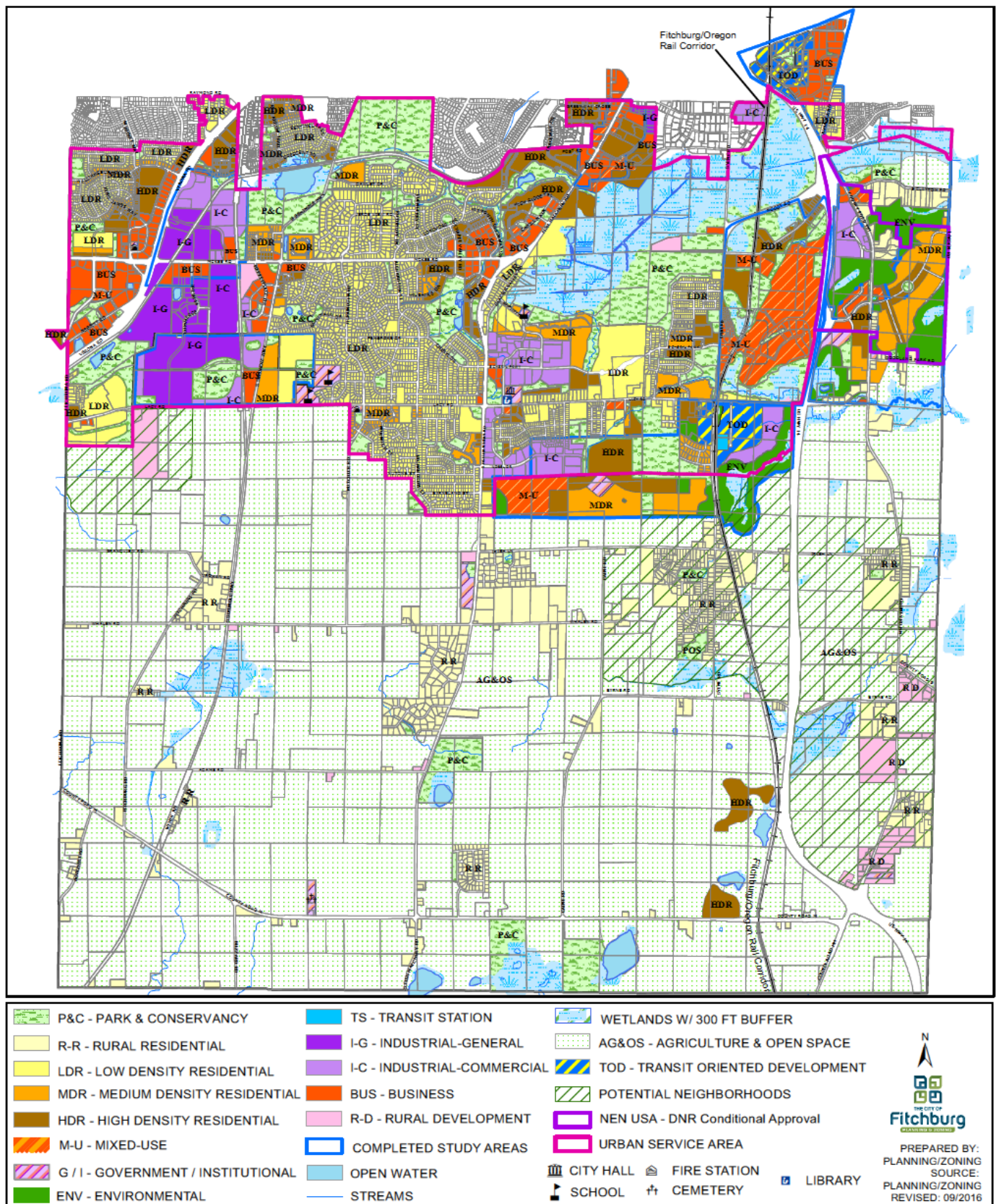
FITCHBURG IS PROJECTED TO LOSE
 OVER 1,100 ACRES OF AGRICULTURAL
 LAND, TO ACCOMMODATE OTHER LAND
 USES, FROM 2010 TO 2029.

Map 3:
City of Fitchburg: Existing Land Use: 2016



Source: City of Fitchburg Planning and Zoning Department - 2016

Map 4:
City of Fitchburg: Future Land Use: 2016



Source: City of Fitchburg Planning and Zoning Department - 2016

IV. AGRICULTURE ISSUES

Identifying issues provides a planning context, offering an answer to the essential question of “What are we planning for?”. The following identifies the City of Fitchburg’s agriculture issues derived from analysis data and information presented previously in this Section of the *Plan*.

AGRICULTURE IS INTEGRAL TO THE IDENTITIES OF THE CITY’S RURAL AND URBAN COMPONENTS, AND A VIABLE COMPONENT OF THE CITY’S ECONOMY.

- The City’s Comprehensive Plan states goals, objectives, and policies to guide specified aspects (land use, resources, transportation, housing, utilities and community facilities, economic development, and intergovernmental cooperation) of City community planning and development until 2030. The Plan outlines a vision for “sustainable and regenerative growth” in the City, balancing development with preservation of natural resources. This Plan contains various agricultural goals, objectives, and policies, including Rural Residential Development Criteria (RRDC) in its Appendix B, outlining specific criteria for rural residential allowances (“claims”) and siting.
- The City’s Farmland Preservation Plan exhibits the City’s general commitment to protection of its agricultural resources, maintenance and enhancement of the County’s agricultural communities and economies, and responsible and stable City growth and development. The Farmland Preservation Plan also contains various agricultural goals, objectives, and policies.

This *Plan* (City of Fitchburg Agriculture Plan) shall be consistent with goals, objectives, and policies identified in the City’s Comprehensive Plan and Farmland Preservation Plan.

- Although the majority of the City’s land base is in agricultural use, the large majority of its residents live in the City’s urbanized area. Some of these residents are unaware of the large amounts of agricultural lands within the City, and of the importance of agriculture to the City’s history, identity, and economy. The City hosts or has various agriculture-related events within its borders, including a seasonal weekly farmers market and the annual *Fitchburg Agriculture Route (FAR) Bike Tour*. **There is opportunity for additional agriculture-related events in the City, given the city’s agricultural community, economy, and resources.**



Source: Public domain

MANY OF FITCHBURG’S “SIGNATURE” AGRICULTURAL ELEMENTS ARE LOCATED IN CLOSE PROXIMITY TO THE FITCHBURG AGRICULTURE ROUTE (FAR) ALONG THE BADGER STATE TRAIL.

City. These areas and enterprises collectively serve as a vital component of the City’s history, identity, and economy. **Many of these areas and enterprises are located in close proximity to the Badger State Trail - Fitchburg Agriculture Route (FAR).**

- The City has various “signature” agricultural and rural areas vital to Fitchburg’s history, as well as various existing enterprises that promote, sustain, and enhance agriculture in the

- Agriculture community and enterprise (ACE) areas are designated agricultural areas identified and planned for agriculture in a manner that limits conversion of these areas to non-agricultural uses, enhances the agricultural community and economy, and protects agricultural resources. The City has various areas that could be designated as ACE areas.
- A food system consists of all aspects of getting food from “the farm to the table”, and beyond, as identified in the graphic below. In 2005, a researcher in Iowa found that the milk, sugar, and strawberries that go into a carton of strawberry yogurt collectively journeyed 2,211 miles just to get to the processing plant. A **local food system**, as a sub-type of the broader food system, is generally defined as, *distribution and consumption of food-related agricultural commodities in close proximity to where they produced*. Local food systems have various benefits including reduced transportation costs and carbon footprint, support of local farmers and economies, and educating consumers on where their food comes from, known as the “farm to fork” relationship. Additionally, many agricultural activities that comprise local food systems use organic practices, eliminating pesticides and chemicals that may be detrimental to ecosystem health.



<http://www.kchealthvkids.org>

Fitchburg is located within a metropolitan region in which there is a high demand for sustainable local food production, with a farmers market and 12 community or collective gardens and small-scale agriculture land uses located in the City. However, there is a sizeable number of individuals and groups throughout the region seeking to rent or buy small agricultural land holdings (under 10 acres) to utilize for community or collective gardens or small-scale agriculture activities (also known as market gardens), but a **limited amount of agricultural land in the City is used for said individual or groups**. Additionally, the City has no organic farms or farmland acres.

THE DANE COUNTY REGION HAS A LARGE CONTINGENT OF SMALL-SCALE FARMERS SEEKING LAND IN WHICH TO GROW AGRICULTURAL COMMODITIES.

- The neighborhoods surrounding the City’s Nine Springs Golf Course exhibit some of the highest childhood obesity rates in Dane County. Additionally, these neighborhoods and others in the City’s northern portion, including those just west and east of Verona Road, have potential obstacles to accessing fresh, local food. The HIA and *Nine Springs Golf Course - Park Use Option Master Plan* recommended exploring development of additional fresh, local food options in these neighborhoods.
- Community food centers, such as Growing Power of Milwaukee, support communities and neighborhoods by providing fresh, high-quality, safe, healthy, and affordable food for residents through training, active demonstration, outreach and technical assistance.



Nine Springs Golf Course Community Day, 2015,
Fitchburg

NEIGHBORHOODS IN FITCHBURG'S NORTHERN PORTION, INCLUDING THOSE IN THE NORTH FISH HATCHERY ROAD AREA, AND DIRECTLY WEST AND EAST OF VERONA ROAD, HAVE LIMITED ACCESS TO LOCAL, FRESH FOOD OPTIONS AND HAVE EXHIBITED ASSOCIATED PUBLIC HEALTH ISSUES.

- The City's transportation network offers sufficient options in connecting the various components of the City's agriculture community, both within and outside of the City, though rail transportation

infrastructure has not seen significant improvements or upgrades in recent years. The City has an extensive bike/pedestrian trail network, including the Badger State Trail and the Capital City Trail, running through its agricultural and rural lands.

- Grain (corn and wheat) and other crop (soybean) farming are the predominant farm types in the City accounting for approximately 81% of all farmland use in the City. Livestock rearing is not a significant agricultural activity in the City, and cattle are the predominant livestock type reared in the City.

CROP DIVERSITY IN FITCHBURG IS RELATIVELY LIMITED, AND THE CITY HAS NO ORGANIC FARMS WITHIN ITS BORDERS.

- Horse farms and greenhouse/nurseries comprise a significant number, approximately 52%, of total farms in the City.
- The majority of farms and rural landholdings in the City, approximately 67%, are over 11 acres.
- A large majority of farm operators in the County, approximately 85%, have operated their farm for 10 years or more. Approximately 61% of the farm operators in the County are 55 years or older. Similarly, the average age of these operators is almost 58 years old.
- The City's agriculture economy is increasingly dependent on larger economies, subject to their broader trends of both growth and decline, supply and demand, in the global marketplace. The agriculture industry in general is subject to rapid technological advances and fluctuating market demands.
- Michael Porter of Harvard University has defined economic clusters as "geographic concentrations of interconnected companies, specialized suppliers, service providers, and associated institutions in a particular field that are present in a nation or region." Porter states clusters arise because they increase the productivity with which companies can compete.

A LARGE SEGMENT OF AGRICULTURAL LANDOWNERS IN THE COUNTY ARE NEARING OR AT RETIREMENT AGE.

THE FITCHBURG AGRICULTURE ROUTE (FAR) ALONG THE BADGER STATE TRAIL REPRESENTS THE OPPORTUNITY FOR DEVELOPMENT OF AN AGRICULTURE-RELATED "CLUSTER".

- The City has an established agriculture-related "cluster" consisting of a number of horse farms located in the southern portion of the City, and a landscaping "cluster" consisting of a number of greenhouse/landscaping businesses located throughout the City. Additionally, the potential for an agriculture-

related "cluster" exists in close proximity to the Badger State Trail - Fitchburg Agriculture Route (FAR), given the area's characteristics and attributes.

- Agriculture and agriculture-related industries are not a substantial employer in the City, although the City does have a handful of prominent agriculture-related employers. Similarly, the City has limited agricultural support infrastructure and services.

- Agriculture business sales in Dane County account for approximately \$1.29 billion, or 3.7% of total County business sales. The agricultural commodities of **corn, soybeans, and milk and dairy** account for approximately 95% of total agricultural business sales in the City, with **corn** accounting for approximately 55%.
- “Value-added” agricultural products are defined by the U.S. Department of Agriculture as follows:
 - A change in the physical state or form of the product (such as milling wheat into flour or making strawberries into jam);
 - The production of a product in a manner that enhances its value, as demonstrated through a business plan (such as organically produced products);
 - The physical segregation of an agricultural commodity or product in a manner that results in the enhancement of the value of that commodity or product (such as an identity preserved marketing system); As a result of the change in physical state or the manner in which the agricultural commodity or product is produced and segregated, the customer base for the commodity or product is expanded and a greater portion of revenue derived from the marketing, processing or physical segregation is made available to the producer of the commodity or product.
- **Value-added agricultural products do not comprise a significant portion of the City’s agricultural economy.**
- **High-speed internet access in many of the City’s agricultural areas is currently lacking.**



Source: Public domain

VALUE-ADDED AGRICULTURE PRODUCTS
DO NOT FIGURE PROMINENTLY IN THE
CITY’S AGRICULTURAL PROFILE

THE CITY HAS VALUABLE AGRICULTURE RESOURCES AND THESE RESOURCES NEED TO BE PROTECTED AND PRESERVED IN ORDER TO SUSTAIN AND ENHANCE THE CITY’S AGRICULTURE COMMUNITY AND ECONOMY.

- **Agriculture is a significant land use in the City** (approximately 11,000+ acres), given the City’s productive agricultural soils and lands, and an abundant supply of water and other natural resource features conducive to agriculture. The City has developed an orderly growth plan to ensure suitable lands are identified for both development and preservation. Furthermore, per the City’s Comprehensive Plan. Fitchburg’s **agricultural land is being converted to other uses**, including residential, commercial, industrial, and transportation, to accommodate growth and development in the City. Farmland acres in the City are projected to **decrease at a moderately steady rate** (approximately 1,100 acres) over the next 15 years, through 2030.
- Specific valuable agricultural resources have been identified in this *Plan* as **Protected Agriculture Lands (PAL), Priority Agricultural Soils (PAS), and Hydrological Features and Woodlands.**

- **Nitrogen and phosphorus**, from animal manure, does enter the region's water bodies, causing algae blooms that compromise the ecosystem health of these bodies. Additionally, high levels of **nitrate pollutants**, likely resultant from agricultural fertilizer and POWTS, have been observed in private wells located throughout Dane County.

The Madison Metropolitan Sewerage District, of which Fitchburg is a part, is coordinating the **Yahara WINS project**, to **reduce the watershed's phosphorus load** through a collaborative adaptive management strategy, to meet State of Wisconsin requirements. The strategy focuses on **developing and implementing agricultural practices to reduce phosphorus load in water resources**. The City signed an inter-governmental agreement in 2016, agreeing to be involved in the project, with agricultural landowner involvement completely voluntary.

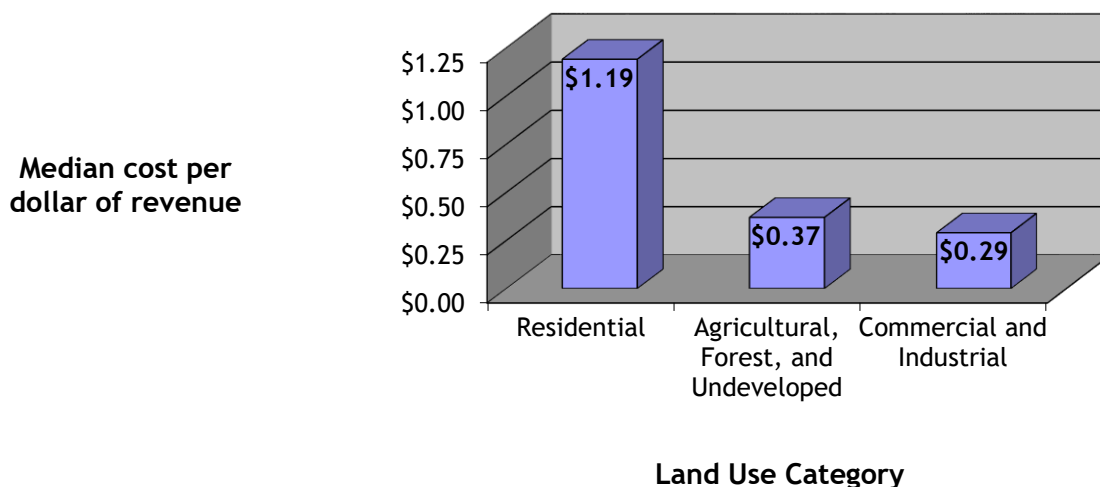


Dunn's Marsh, Fitchburg
Source: City of Fitchburg

- **Rural residential development is often viewed as an opportunity to increase a community's tax revenue.** Cost of community services (COCS) studies examine cost (public services) incurred versus revenue (taxes) generated for various land uses. Figure 20 displays the median cost incurred per dollar of revenue generated for various land uses of 121 COCS studies conducted for municipalities located throughout the United States (including four Towns in Dane County), from 1989 to 2006.
- **The Comprehensive Plan contains the Rural Residential Development Criteria (RRDC) in its Appendix B**, outlining specific criteria for rural residential allowances ("claims") and siting.

RURAL RESIDENTIAL DEVELOPMENT IS GENERALLY CONSIDERED A COST "SINK", MEANING COSTS OF PUBLIC SERVICES FOR THE DEVELOPMENT ARE GREATER THAN TAX REVENUE GENERATED FROM DEVELOPMENT.

Figure 20:
Cost of Community Services: 1989 - 2006



Source: Fact Sheet Cost of Community Studies - American Farmland Trust 2006

- Agriculture generates **millions of dollars in tax revenue annually** in the City.



- Agriculture community and enterprise (ACE) areas are designated agricultural areas identified and planned for agriculture in a manner that limits conversion of these areas to non-agricultural uses, enhances the agricultural community and economy, and protects agricultural resources. The City has various areas that could be designated as ACE areas.

Source: *Wisconsin and the Agricultural Economy* –
Steve Deller, Professor of Agriculture and Applied
Economics, University of Wisconsin - Madison

THE CITY IS A GROWTH COMMUNITY AND GROWTH AND DEVELOPMENT WILL HAVE VARIOUS IMPLICATIONS FOR THE CITY.

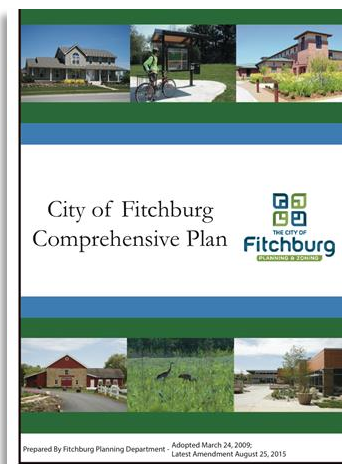
- The City's geography, including proximity to U.S. Highways 12/18 (Beltline) and 14 and U.S. Interstate 90/39 and various growing urban areas such as the Cities of Madison, Milwaukee, and Rockford and Chicago, Illinois has and will continue to contribute to growth and provide opportunities for development in the City.
- City population projections indicate steady growth over the next 15 years, through 2030, including approximately 10,000 new residents and 3,000 new housing units.
- The City has identified Future Urban Development Areas (FUDA), areas most suitable for development and efficient City water/sewer service.
- Comprehensive Plan policy states development, on average, shall not exceed 75 acres per year within the CUSA. (Development is defined as: *Any residential, business, commercial, industrial, or institutional land uses and associated required transportation networks, storm water management systems, and parks/open space.*). City Planning and Zoning Department staff calculates the average 75 acres per year of development on a rolling five-year average based on City-approved land divisions, rezonings, building permits, and future development phasing plans.

FITCHBURG'S GEOGRAPHY HAS
AND WILL CONTINUE TO
CONTRIBUTE TO GROWTH AND
DEVELOPMENT OPPORTUNITIES.

Over a five-year period, the policy requires the average development rate not to exceed 75 acres per year, taking into account that in some years development may exceed that amount and in other years development may be less than that amount.

Development-supported agriculture consists of a niche, relatively new type of development model, premised on formulating, or maintaining, small-scale organic farms as the "literal and metaphorical center" of the development. This type of development model creates a symbiotic, dependent relationship between the development's agricultural and residential land uses.

- Comprehensive Plan policy also limits the amount of available developable land within the CUSA to 1,875 acres (20 years plus 5-year flexibility factor each at a rate of 75 acres per year). This "5-year flexibility factor" is taken into account for those landowners within the CUSA that may not want to develop their land during a given time period,



Source:
City of Fitchburg

due to various conditions. Finally, additions to the CUSA may exceed the 375 acres per 5 year average, **but there shall not be more than 1,875 acres of available developable land in the CUSA.**

- Portions of the City's **agricultural land base will need to be converted to other uses** to accommodate development in the City. **Approximately 1,100 acres of farmland acres in the City may be converted to land uses other than agriculture** over the next 15 years, through 2030.
- Agriculture in the City is integrated into the broader region's agriculture community and economy. **Multi-jurisdictional communication, cooperation, and agricultural planning should be undertaken by the City** to address agriculture issues that cross political boundaries.
- The City has **not tracked specific agriculture resource, community, and economic data over time**, but it is likely that these elements have exhibited noticeable changes, with various implications in recent history.
- **Solar and wind energy production** in the City's rural areas could provide a unique opportunity to both preserve farmland and boost rural landowners income by providing revenue to landowners, in the form of rent, from solar and wind energy infrastructure.

INTER-GOVERNMENTAL
COOPERATION, COOPERATION, AND
PLANNING IS VITAL TO ADDRESS
AGRICULTURE ISSUES IN DANE COUNTY.

V. IMPLEMENTATION

A plan must be implemented for it to have an effect. Simply stated, an unimplemented plan is an unused plan. In addition to various other factors, plan implementation often falters due to the plan's failure to clearly delineate a framework for implementation. Plan development often becomes the end of the planning process, rather than achievement of the plan goals through action item implementation. Planning for action item implementation is a key to ensure achievement of a plan's goals and objectives.

THE FOUNDATION FOR
SUCCESSFUL PLAN
IMPLEMENTATION IS LAID
DURING THE PLAN
DEVELOPMENT PROCESS.

IDENTIFICATION OF ACTION
ITEM TOOLS, TIMELINES, AND
INDICATORS CAN HELP
ENSURE SUCCESSFUL PLAN
IMPLEMENTATION.

Identification of action item tools, timelines, and indicators offers a path towards developing an implementation framework, ultimately ensuring full, timely, and efficient plan implementation. Action item tools, in the form of government agencies/departments, plans, and programs, government regulations, and government/non-government partnerships, are the means by which a plan's action items can be implemented.

Action item timelines delineate a specified time period in which an action item should be implemented, providing for an objective evaluation of plan implementation. Action item indicators gauge progress towards policy implementation and achievement of goals and objectives.

The following *Plan* implementation inventory identifies the mechanisms and procedures that provide a framework and path towards full, timely, and efficient implementation of this *Plan*. The following inventories information vital to ensure this *Plan's* implementation utilizing the following categories:

- **Action Item Tools**
- **Action Item Timelines and Indicators**

ACTION ITEM TOOLS*

Action item tools are grouped into three categories, as follows:

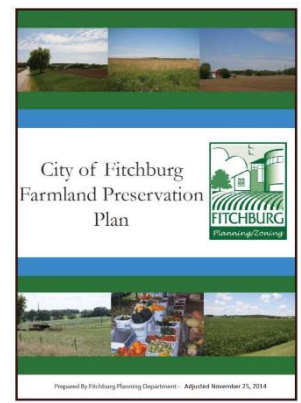
1. Existing Government Agencies/Departments, Programs, and Plans
2. Existing Government Regulations
3. Existing and Potential Government and Non-Government Partnerships

**This action item tool inventory is not intended to be exhaustive nor reflective of every tool that could potentially be utilized to implement this Plan's action items. Rather, this inventory reflects those tools identified most relevant in ensuring implementation of this Plan's action items.*

EXISTING GOVERNMENT AGENCIES/DEPARTMENTS, PROGRAMS, AND PLANS

1. City of Fitchburg

- A. *Planning and Zoning Department*: This Department provides technical assistance and oversight on various planning and development activities in the City. The Department formulates or assists in the formulation of, and administers and enforces, plans, programs, policies, and ordinances to ensure orderly and sustainable City development. The City's Comprehensive Plan, Farmland Preservation Plan, Zoning Ordinance, and Land Division Ordinance are administered and enforced by this Department.
- B. *Economic Development Department*: This Department provides services that position and prepare the City for economic development opportunities. The City of Fitchburg's *City in Motion - Forward Fitchburg's Place-Based Economic Development Vision and Strategy* provides a comprehensive framework in which to guide the County's economic development in the near-term. One recommendation in this document was to "Embrace Agriculture as a Vital Part of Fitchburg's Identity and Economy", as well as to "Support Innovative Early-Stage Business Development".
- D. *Parks, Recreation, and Forestry Department*: This Department manages all City park properties and open space lands and facilities, ensuring adequate and diverse outdoor recreational opportunities for City residents and visitors. This Division manages these properties, lands, and facilities in accordance with the Parks Plan.
- E. *City of Fitchburg Comprehensive Plan*: This Plan, adopted in 2009 and updated every ten years, states goals, objectives, and policies to guide specified aspects (land use, resources, transportation, housing, utilities and community facilities, economic development, and intergovernmental cooperation) of City community planning and development until 2030. The Plan outlines a vision for "sustainable and regenerative growth" in the City, balancing development with preservation of natural resources. This Plan contains Rural Residential Development Criteria (RRDC) in its Appendix B, outlining specific criteria for rural residential allowances ("claims") and siting. Per State Statute, all zoning and land use decision in the City must be consistent with this Plan.
- F. *City of Fitchburg Farmland Preservation Plan - 2014 Update*: This Plan identifies areas in the City that are to remain in agricultural use into the foreseeable future, and is consistent with the City's *Comprehensive Plan*. This Plan is required by DATCP to ensure that qualifying



Source: City of Fitchburg

agricultural landowners in the City are eligible for the State of Wisconsin Farmland Preservation Tax Credit.

- G. *City of Fitchburg Comprehensive Park, Open Space, and Recreation Plan: 2015-2020*: This Plan, adopted in 2016 and updated every five years, outlines goals, objectives, and policies to ensure the effective and efficient management of the City's park properties, open space lands, and natural, cultural, and historical resources, ensuring diverse outdoor recreational opportunities for City residents and visitors.

2. Dane County

- A. *Planning and Zoning Department*: This Department provides technical assistance and oversight on various planning and development activities in unincorporated areas of the County. The Department formulates or assists in the formulation of, and administers and enforces, plans, programs, policies, and ordinances to ensure orderly and sustainable development in the County's unincorporated areas. The County's Comprehensive Plan, Farmland Preservation Plan, Zoning Ordinance, and Land Division Ordinance are administered and enforced by this Department.
- B. *Land Conservation Department*: This Department works to conserve the County's soil and wildlife habitat, ensure a quality water supply, and provide invasive species abatement and hazardous chemical collection. This Department achieves these ends by administering and enforcing various ordinances and Federal and State regulations, and by providing technical assistance, education, and outreach.
- C. *Dane County Farmland Preservation Plan - 2013 Update*: Agriculture is vital to the identity of Dane County's rural and urban communities. Adoption of this *Plan* by the County, and all applicable Towns and Cities, exhibits their commitment to protection of the County's agricultural resources, and maintenance and enhancement of the County's agricultural communities and economies, thereby ensuring stability and responsible growth and development regionally and within their respective communities.
- D. *Dane County Water Quality Plan*: This Plan identifies areas in which municipal sewer service is feasible given topography and landscape conditions, development trends and projections, and existing and potential infrastructure. In addition to identifying municipal sewer service areas, this Plan also contains goals, objectives, and policies to ensure water quality throughout the sewer service areas and broader Dane County region.

3. Regional

- A. *Capital Area Regional Planning Commission*: This Commission (CARPC) serves as the regional planning and areawide water quality management planning entity for the Dane County region. CARPC prepares and adopts a master plan for the physical development of the region, and maintains a continuing areawide water quality management planning process in order to manage, protect, and enhance the water resources of the region, including consideration of the relationship of water quality to land and water resources and uses. CARPC reviews and recommends approval or denial of municipal amendments to urban service areas to the DNR. Documents prepared by CARPC include *Farmland Loss in Dane County* (January, 2010) and *Farmlands and Farm Operations in Dane County* (November, 2012).
- B. *Comprehensive Plans*: All Towns, Cities, and Villages in the State of Wisconsin are required to have comprehensive plans that inventory and provide recommendations on all aspects of

community planning and development, including land use, resources, transportation, housing, utilities and community facilities, economic development and intergovernmental cooperation.

- C. *Madison Area Transportation Planning Board*: This Organization, comprising various Cities, Villages, and Towns throughout the region, including the City of Fitchburg, is the federally designated Metropolitan Planning Organization (MPO) for the Madison Urban Area responsible for cooperative, comprehensive regional transportation planning and decision making in the region. Plans prepared by this Organization include the following:
- a. *2035 Regional Transportation Plan Update* - This Plan is an integrated, multi-modal system plan that provides the overall framework for transportation planning and investment decision-making in the region, identifying transportation projects and strategies or actions to be implemented. The Plan is further refined and detailed through area or corridor studies, mode-specific plans such the bicycle transportation plan and transit development plan, and other short to mid-range planning efforts such as the MPO's new congestion management process.
 - b. *2000 Bicycle Transportation Plan* - This Plan follows the recommended comprehensive approach to bicycle transportation planning, covering facility improvements, education, encouragement, and enforcement. The plan identifies on-street bicycle facility (generally bike lane/paved shoulder) needs and recommends off-street paths/trails and bicycle routes for the Madison urban area and Dane County.
 - c. *Transportation Improvement Program* - This Program, updated annually, is a coordinated listing of short-range transportation improvement projects anticipated to be undertaken in a five-year period. This Program is the mechanism by which the long-range transportation plan is implemented, and represents the transportation improvement priorities of the region.

4. State

- A. *Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP)*: This Department is responsible for protecting water and soil, and animal and plant health, ensuring the viability of the State of Wisconsin's agriculture industry both domestically and internationally.
- a. *Farmland Preservation Program*: This Program administers the State of Wisconsin Farmland Preservation Tax Credit. Landowners who meet various qualifying criteria are eligible for the tax credit, subject to additional land use planning, zoning, and soil and water conservation standards and regulations identified by the Program.
 - b. *Conservation Reserve Enhancement Program*: This Program protects and enhances lands adjacent to waterways through voluntary easement agreements between DATCP and qualifying landowners. These agreements are administered by the Dane County Land Conservation Department and place term or permanent conservation easements on cropland or pastureland adjacent to rivers, streams or farm drainage ditches. These agreements provide landowners with payments and cost-share on qualifying projects on their lands, including wetland restoration and development of grass waterways, grass filter strips, and wooden buffer strips.



Source: Wisconsin Department of Agriculture, Trade, and Consumer Protection

- c. *Grant/Loan/Technical Assistance Programs:* DATCP provides a myriad of programs designed to aid local governments and individuals in preserving agricultural lands and bolstering the State's agricultural industry.
- B. *Wisconsin Department of Natural Resources (DNR):* This Department is dedicated to the preservation, protection, effective management, and maintenance of the State of Wisconsin's natural resources.
- a. *Managed Forest Law Program:* This Program is designed to encourage sustainable forestry on private lands by providing property tax incentives to forest landowners. Lands entered in this Program are required to have a written management plan, prepared by a certified plan writer or DNR forester.
 - b. *Wisconsin Forest Landowner Grant Program:* This Program protects and enhances forests, prairies, and waterways through voluntary agreements between the DNR and qualifying landowners. These agreements provide landowners with technical assistance and cost-share on qualifying projects on their lands.
 - a. *Remediation and Redevelopment Program:* This Program, and the State of Wisconsin's Economic Development Corporation's Blight Elimination and Redevelopment Program, both have a wide range of financial and liability tools available to assist local governments or private entities in the redevelopment of brownfields, often consisting of a mixture of higher-density residential, commercial, and public uses.
 - b. *Wisconsin State Trails Network Plan:* This Plan, completed in 2001, provides a long-term, big-picture vision for establishing a comprehensive state trail network. This Plan identifies existing and proposed trails and connections that would serve as the main corridors for a Statewide system, focusing on abandoned rail corridors, utility corridors, critical road connections, and natural feature corridors such as the Ice Age National and State Scenic Trail.
-
- c. *Land and Water Conservation Fund, Federal Recreation Trails, and Stewardship Local Assistance Grant Program:* These Programs, administered jointly by the National Parks Service and DNR, offer up to 50% match grants to State and local governments to acquire land for State and local recreation areas, trails, urban green space, river and stream corridors, flowages and lakeshores, and to develop and improve visitor amenities at State and local parks and recreation areas.
- Source: Wisconsin Department of Natural Resources
- d. *State Natural Areas Program:* This Program protects outstanding examples of the State's native landscape of natural communities, and significant geological formations and archeological sites. Areas are included in the Program by several methods, including land acquisition, donations, conservation easements, and cooperative agreements. Areas owned by other government agencies, educational institutions, and private conservation organizations are brought into the Program by formal agreements between the DNR and the landowner.
 - e. *Natural Heritage Inventory Program:* This Program conducts field surveys for rare species and natural communities throughout the State that provide, or potentially provide, critical landscape functions including movement corridors, undisturbed habitat, and

ecosystem support. This Program initially inventories sites to determine their ecological significance. Some sites determined to be ecologically significant are designated as State Natural Areas while others are purchased by private land trusts or conserved through State and local government planning efforts.

C. Wisconsin Department of Revenue: This Department administers state tax laws, manages the state's lottery system, and provides economic and tax policy research.

a. *Use Value Assessment Law (Statute 70.32)*: This Statute (a component of the 1995 Wisconsin Act 27, the 1995-97 Biennial Budget Act) states the assessment of agricultural land for property tax purposes shall be based on the land's ability to produce farm income as opposed to its full market value (estimated sales price at full market value). This assessment practice is intended to provide property tax relief for agricultural landowners.

b. *Wisconsin Department of Transportation (DOT)*: This Department promotes and financially supports auto, air, rail, and water transportation, as well as bicycle and pedestrian facilities, in the State of Wisconsin including planning, building, and maintaining the State's highways and Interstate highway system, and sharing the costs of building and operating County and local government transportation systems. DOT plans and programs relevant to the *Plan* include, but are not limited to, the following:

i. *Connections 2030 Plan (A Multi-Modal Transportation Plan)*: This Plan, adopted in 2009, is a multi-modal policy plan addressing long-range transportation issues, including highways, local roads, and air, water, rail, bicycle/pedestrian, and public transit options. This Plan's policies pertain to specific transportation corridors throughout the State, one of which is the Blackhawk Corridor - Madison to Chicago via Beloit. U.S. Highway 14, running north-south through the City, is included in the Blackhawk Corridor.

ii. *Wisconsin State Highway Plan 2020*: This Plan, completed in 1999, focuses on State-managed highways and bridges, developing policies for improvement over the next 20 years. This Plan identifies U.S. Interstate 90/39 as a "Corridors 2020 Backbone route," classifying it as a connector of major population and economic centers, providing economic links to national and international markets.

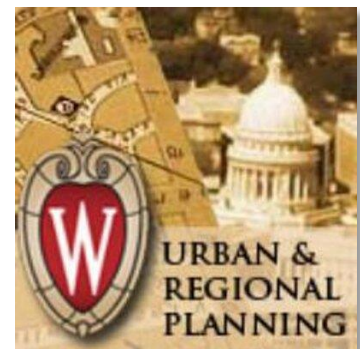
iii. *Rustic Roads Program*: This Program, created by the State of Wisconsin Legislature in 1973, aids citizens and local governments in preserving the State's scenic, lightly-traveled country roads. These roads allow for vehicular, bicycle, and pedestrian travel in a leisurely manner. Rustic roads have a scenic, aesthetic appeal, and can be linked with off-road bicycling/pedestrian trails to create a regional trail network to stimulate economic development from homebuyers, auto tourists, and outdoor recreational users.



Source: Wisconsin Department of Transportation

iv. *Wisconsin Rail Issues and Opportunities Report*: This Plan, completed in 2004, inventories State rail infrastructure and identifies rail transportation issues and opportunities. This Plan is intended to direct the rail element of the *Connections 2030 Plan*.

- v. *Wisconsin Bicycle Transportation Plan 2020*: This Plan, completed in 1998, aims to “establish bicycling as a viable, convenient, and safe transportation choice throughout Wisconsin”. A map identifying existing Dane County bicycling conditions is a component of this Plan.
 - vi. *Wisconsin Pedestrian Policy Plan 2020*: This Plan, completed in 2002, outlines State and local government measures to increase walking as a viable transportation mode, including promoting pedestrian safety.
 - vii. *Wisconsin Information System for Local Roads*: This Internet-accessible System aids local governments and DOT in managing local road data, ultimately improving decision-making and meeting State statute requirements. This System combines local road data with interactive mapping functionality, allowing users to produce maps and tables specifying the location of road-related data to identify trends in road use and volume.
 - viii. *Local Government Programs*: DOT provides a myriad of programs designed to aid local governments in maintaining and developing their transportation systems. The programs are grouped into five categories, and include Highways and Bridges, Public Transportation, Specialized Transit, Transportation Coordination, and Other Aid. Additionally, the Local Roads and Streets Council, an advisory body of local officials, is tasked with addressing the continuing impact of Federal and State policy changes on local government transportation.
- D. *Wisconsin Economic Development Corporation*: This entity promotes safe and healthy communities by ensuring the State of Wisconsin is a viable place in which to live and do business. This entity strives to retain and create quality jobs in the State by providing development assistance in areas such as marketing, business and community finance, exporting, small business advocacy, and manufacturing assessments. Department programs relevant to this *Plan* include, but are not limited to, the following:
- a. *Grant/Loan/Technical Assistance Programs*: This Department provides a myriad of programs designed to aid local governments in encouraging and promoting economic development, Blight Elimination and Redevelopment Program.
- E. *University of Wisconsin System*: This System, including the flagship University of Wisconsin - Madison, is one of the largest public higher education systems in the United States, serving approximately 181,000 students annually and employing more than 39,000 faculty and staff Statewide. The System is made up of 13 four-year universities, 13 freshman-sophomore UW Colleges campuses, and Statewide UW-Extension.
- a. *University of Wisconsin Extension - Dane County*: This Agency extends the knowledge and resources of the University of Wisconsin to people where they live and work, developing practical educational programs tailored to local needs and based on university knowledge and research. Extension personnel are University of Wisconsin employees with expertise in the areas of agriculture, agribusiness, and natural resources.
 - b. *University of Wisconsin - Madison Departments of Urban and Regional Planning and Landscape Architecture*: These Departments have a core mission of teaching,



Source: University of Wisconsin – Madison, Department of Urban and Regional Planning

researching, and providing outreach in the realm of community development planning and landscape architecture. These Departments actively engages in the WISCONSIN IDEA through professional planning and landscape architecture activities and service to communities throughout the state.

- c. *University of Wisconsin Farm and Industry Short Course Program:* This Program is a 15-week educational and certification program uniquely designed to prepare students for careers in agriculture. The Program offers over 50 courses in the areas of soils, crops, dairy, meat animals, agricultural engineering, farm business planning, agribusiness, human relations, and communications. The Program also offers a Master Cheesemakers course in conjunction with the Wisconsin Center for Dairy Research, UW-Extension, and the Wisconsin Milk Marketing Board. The course's goal is to further development of the "value-added" cheese industry in the State.

5. Federal

- A. *United States Department of Agriculture (USDA):* This Department manages the Nation's agricultural resources by expanding markets both domestically and internationally for agricultural products, providing financing to expand rural housing, utilities, infrastructure, and job opportunities, reducing foodborne hazards, improving health through food assistance and nutrition education, and managing agricultural lands cooperatively with other levels of government and the private sector. USDA programs relevant to this *Plan* include, but are not limited to, the following:

- a. *Local Food and Farmers Market Promotion Grant Programs:* Grants are available to provide for planning or implementing project(s) designed to assist in the development, improvement, and/or expansion of farmers market and distribution opportunities, as well as local and regional food business enterprises, including food hubs, aggregators, wholesalers, processors, or other value added production enterprises such as shared use kitchen or kitchen incubator.

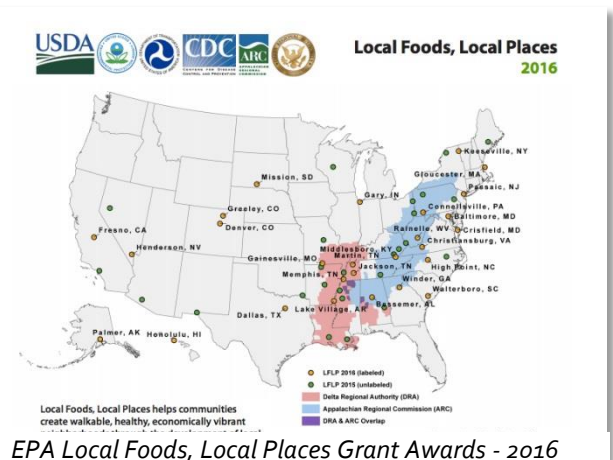


USDA Local Food Promotion Grant
Source: www.grownnebraska.org

- b. *Farm and Ranch Land Protection Program:* This Program provides matching funds to local government units or land conservation organizations to aid in the purchase of development rights, via conservation easements, on productive agriculture and ranch land by these government units/organizations.
- c. *Environmental Quality Incentives Program:* This Program protects and enhances soil and water quality through voluntary agreements between the USDA and qualifying landowners. These agreements are administered by the Natural Resources Conservation Service and provide landowners with technical assistance and cost share on qualifying projects that protect and enhance soil and water quality on their lands.
- d. *Wetland Reserve Program:* This Program restores and protects drained wetlands through voluntary easement agreements between the USDA and qualifying landowners. These agreements are administered by the NRCS and place term or permanent conservation easements on restored wetlands. These agreements provide landowners with payments,

technical assistance, and wetland restoration project cost-share, as well as allowing for easement management and monitoring by the NRCS.

- e. *Wildlife Habitat Incentives Program*: This Program develops or enhances fish and/or wildlife habitat through voluntary agreements between the USDA and qualifying landowners. These agreements are administered by the NRCS and provide landowners with technical assistance and cost-share on qualifying projects that enhance fish and/or wildlife habitat on their lands.
 - f. *Conservation Reserve Program*: This Program establishes and enhances vegetation through voluntary contract agreements between the USDA and qualifying landowners. These agreements are administered by the Farm Service Agency and provide landowners with technical assistance and cost-share on qualifying vegetation projects that minimize erosion, provide windbreaks, enhance water quality, and/or provide wildlife habitat on their lands.
 - g. *Forestry Incentives Program*: This Program develops and enhances forestlands through voluntary agreements between the USDA and qualifying landowners. These agreements are administered by the NRCS and provide landowners with technical assistance and cost-share on qualifying projects on their lands, including tree planting, timber stand improvements, and site preparation for natural regeneration of non-industrial forestlands.
- B. *Housing and Urban Development Agency (HUD)*: This Agency is responsible for policy and programs that address the Nation's housing needs, thereby improving and developing the Nation's communities. HUD programs relevant to this *Plan* include, but are not limited to, the following:
- a. *Grant/Loan/Technical Assistance Programs*: HUD provides a myriad of programs, including Community Development Block Grants (CDBG), designed to aid local governments in maintaining existing and developing new housing.
- C. *Environmental Protection Agency (EPA)*: This Agency implements Federal regulatory laws through enforcement and by setting national standards that States enforce through their own regulations to protect human health and the environment. Almost half of this Agency's budget goes towards grants to State environmental programs, various non-profits organizations, and other entities. Additionally, this Agency works with various partners, including State and local governments, to conserve water and energy, minimize greenhouse gases, and re-use solid waste. EPA programs relevant to this *Plan* include, but are not limited to, the following:
- a. *Local Food, Local Places Grant Program*: This program provides grants to provide technical assistance to communities in developing actions plans that use local foods to support healthy populations, and promote downtown and neighborhood revitalization.



Application criteria is focused on how project will create walkable, healthy, economically vibrant communities through the development of local food systems, with emphasis placed on youth health and low-income neighborhoods.

- D. *United States Fish and Wildlife Service (USFW)*: This Service conserves, protects, and enhances the Nation's fish and wildlife resources, by enforcing Federal wildlife laws, conserving and restoring wildlife habitat such as wetlands and fisheries, providing educational and outreach opportunities, and distributing aid to State fish and wildlife agencies. USFW programs relevant to this *Plan* include, but are not limited to, the following:
 - a. *Grant/Loan/Technical Assistance Programs*: USFW provides a myriad of programs designed to aid local governments in maintaining and improving fish and wildlife resources.
- E. *United States Economic Development Administration (EDA)*: This Administration works to promote innovation and competitiveness in the Nation's economic development, preparing it for growth and success in the worldwide economy. This Administration works to generate jobs, retain existing jobs, and stimulate industrial and commercial growth in economically distressed areas experiencing high unemployment, low income, or other severe economic distress. This Administration works in partnership with state and local governments, regional economic development districts, and public and private nonprofit organizations, empowering them to develop and implement economic development and revitalization strategies. EDA programs relevant to this *Plan* include, but are not limited to, the following:
 - a. *Grant/Loan/Technical Assistance Programs*: EDA provides a myriad of programs designed to aid local governments in encouraging and promoting economic development.

EXISTING GOVERNMENT REGULATIONS

1. City of Fitchburg

- A. *Zoning Ordinance*: This Ordinance is administered by the City of Fitchburg Planning and Zoning Department and regulates land use in the City. This Ordinance includes a Farmland Preservation zoning district (Exclusive Agriculture (A-X)) certified by DATCP, offering the State of Wisconsin Farmland Preservation Tax Credit to qualifying agricultural landowners, and a Rural Cluster (RC) zoning district designed to promote and encourage responsible rural residential development by allowing "clustering" of rural residences on the landscape, and the ability to transfer rural residential development claims.
- B. *Land Division Ordinance*: This Ordinance, administered by the City's Planning and Zoning Department, regulates any land division and associated development activities in the City. This Ordinance requires 2,900 square feet of parkland to be dedicated for each residential unit to be developed under traditional/standard zoning and a variable amount under Smart Code zoning.

2. Dane County

- A. *Non-Metallic Mining Reclamation Ordinance (Chapter 74 - Municipal Code of the County of Dane)*: This Ordinance, administered by the Dane County Planning and Development Department, regulates all active non-metallic mine sites in the County, requiring compliance with standards relating to re-grading, re-vegetating, and post-mining land use conversion.

- B. *Manure Management, Erosion Control and Stormwater Management Ordinance (Chapter 14 - Municipal Code of the County of Dane)*: This Ordinance, administered by the Dane County Land Conservation Department regulates the location, design, construction, installation and alteration of animal waste storage facilities, and the use of waste from these facilities. This Ordinance also manages erosion on construction sites in the County's unincorporated areas by establishing requirements entailing best management practices to minimize the runoff of sediment and other pollutants, resulting from land disturbing activities, to waterways or adjacent properties.

3. Other Cities, Villages, Towns, and County

- A. *Zoning Ordinances*: These ordinances identify zoning districts, stipulating allowable uses on lands in local government units, including agricultural, residential, business/commercial, industrial, special and unique, and environmentally sensitive/open space area preservation. Some of these ordinances utilize various methods to increase housing densities in appropriate locations and preserve agricultural lands and natural resources.

Most towns in Dane County have Farmland Preservation zoning ordinances certified by DATCP as of the date this *Plan* was adopted. Although the level of activity varies across the Towns, generally Towns vigorously support farmland preservation goals and strategies through the use of their Farmland Preservation zoning ordinances. Some Towns go above and beyond statutory requirements to include their own innovations to preserve farmland.

- B. *Land Division Ordinances*: These ordinances are applicable to land divisions creating new parcels of land and often require a preliminary application and an approved certified survey map, subdivision or condominium plat.
- C. *Extraterritorial Jurisdiction*: This jurisdiction, authorized by Sec. 236.02 (5) Wisconsin Statutes, allows a city or village to review and approve or object to land divisions within a specified area, provided each have enacted an official map or sub-division control ordinance. This jurisdiction extends to any lands within one and one half (1 ½) miles of the boundary of a village or fourth-class city, or within three (3) miles of the boundary of a first, second, or third-class city, in accordance with Sec. 62.05 (1) and 236.02 (5), Wisconsin Statutes. The City of Fitchburg holds this authority over lands in specified areas in the Towns of Verona and Madison.

EXISTING OR POTENTIAL GOVERNMENT AND NON-GOVERNMENT PARTNERSHIPS

- 1. **Small-Scale Agriculture/Local Food System Promotion Organizations**: These organizations, including but not limited to the Farley Center and Gardens Network, have missions that focus on developing and advancing small-scale agriculture and the local food system. The Farley Center provides land and equipment for beginning farmers, serving as a “farm incubator”, whereas the Gardens Network is comprised of staff from Dane County, the City of Madison, and Community Groundworks, and works to promote and support community gardens throughout Dane County.

2. **Southern Capital Region Agriculture Consortium:** This consortium of County, Town, and City staff and elected/appointed officials, non-profit conservation and development interests, agriculture business leaders, and other interested County residents could form a structured organization with a mission of advancing agriculture interests in the southern Capital region.
3. **Fitchburg Days Festival:** This community festival, held annually on the third weekend of May, celebrates the City's Irish heritage with music, food/drink, carnival, fireworks, run/walk, auction, and various other related community events.
4. **Fitchburg Chamber Visitor and Business Bureau:** This non-profit organization is dedicated to uniting and engaging its business members to ensure the ongoing prosperity of the City as a whole. The organization works with City businesses to advance their profile, provide access to marketing and networking programs, and assistance regarding local and regional issues that affect the City's business climate.
5. **Verona Area and Madison Metropolitan School Districts:** These public school districts have their boundaries within the City, and also have schools in, or in extremely close proximity to the City, including Verona's Stoner Prairie Elementary and Savannah Oaks Middle Schools, and Madison's Aldo Leopold Elementary School.
6. **Fitchburg Historical Society:** This Society is a non-profit organization dedicated to preserving and commemorating the heritage of early pioneers and those who followed in the area that is now the City of Fitchburg. The Society consists of a Board of Directors and has coordinated various historical interpretive signage efforts in the City's rural areas.
7. **Greater Madison Convention and Visitors Bureau:** This Bureau is dedicated to creating economic impact through tourism, including attracting new conventions, sporting events and competitions to the community. This Bureau provides service and support to regional events, shares comprehensive and easy-to-access information with visitors, and conducts and analyzes tourism research.
8. **Arts Wisconsin:** This Organization puts the arts at the center of life and learning throughout the state by raising awareness of the value of the arts, advocating for increased investment in the arts and arts education, keeping Wisconsin citizens creatively and culturally informed and involved, and providing tools, teaching and training to members of Wisconsin's arts industry to strengthen and sustain their work.



Source: www.fitchburgdays.com

ACTION ITEM TIMELINES AND INDICATORS

Action item timelines and indicators are also a vital component of successful *Plan* implementation. Timelines delineate a specified time period in which an action item should be implemented, whereas indicators gauge progress towards action item implementation and achievement of goals and objectives. This *Plan's* action item timelines vary, dependent on each individual action item. All action items in this *Plan* contain one of two timelines:

- Ongoing, 2017-2027
Implementation to be completed throughout the life of this *Plan*, through collective actions and interactions with City customers on a daily basis;

THIS PLAN HAS TWO ACTION ITEM
TIMELINES: ONGOING 2017-2027
AND 2017-2021.

- 2017-2021

Implementation to be completed by December 31, 2021;

A five-year timeline (2017-2021) has been developed for those action items that do not have an Ongoing, 2017-2027 timeline. The Agriculture and Rural Affairs Committee will prioritize implementation of those action items with a 2017-2021 timeline through formulation of a *Committee* workplan, ensuring incremental and consistent implementation of these action items throughout the five-year period. The Committee has set a benchmark of implementation of 75% of those action items with a 2017-2021 timeline by December 31, 2021.

It is important to note that all action item timelines and indicators presented herein are intended to serve as a guide, providing only an indication of progress towards, or the possible future date of, action item implementation. These timelines and indicators cannot account for the myriad of future factors, including but not limited to, additional workload, resource limitations, new and unforeseen planning issues, opportunities, trends, and concepts, and political and public sentiment, that will affect implementation of this *Plan's* action items.

III. PLAN GOAL, ACTION ITEM, TIMELINE AND INDICATOR DEVELOPMENT

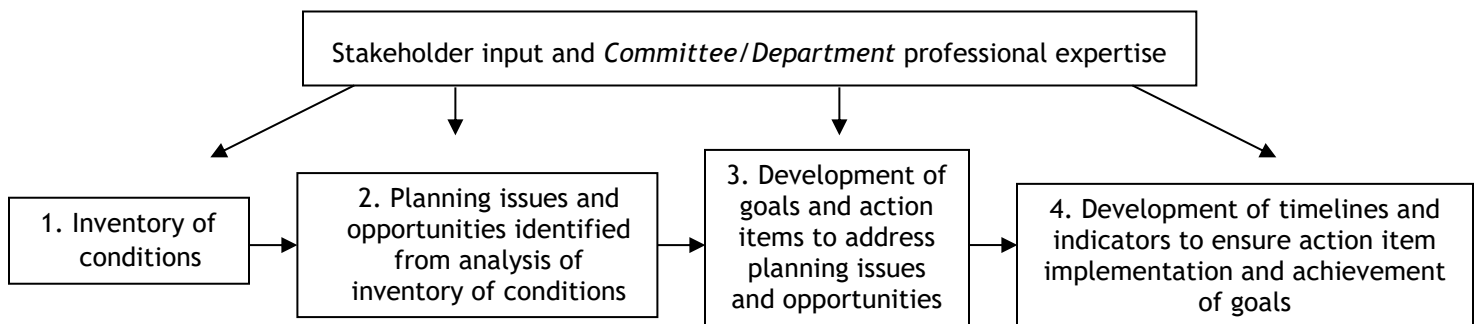
Development of goals, action items, timelines, and indicators is vital in both providing a plan with direction and focus, and ensuring plan implementation. The following provides information on development of these *Plan* components.

Goals, action items, timelines, and indicators provide a plan with its ultimate worth. Goals address major, essential issues and are ideas and values in the public interest that provide an end in which to direct the planning process. Action items consist of measurable, specific courses of action utilized to ensure plan implementation through achievement of goals.

Figure 22 displays the process utilized to develop this *Plan's* goals, action items, timelines, and indicators. This process utilized input gathered from stakeholders, including City residents and elected/appointed officials, and other interested parties, in addition to the professional expertise of the *Committee* and City Planning and Zoning Department (hereafter *Department*) staff.

THIS *PLAN'S* POLICY FRAMEWORK INCLUDES GOALS, ACTION ITEMS, TIMELINES, AND INDICATORS.

Figure 22:
***Plan* Goal, Action Item, Timeline, and Indicator Development**



The goals and action items stated in this *Plan* are consistent with goals, objectives, policies, and action items stated in various other planning documents and regulatory measures at the Federal, State, County, and City level. Additionally, the goals, objectives, policies, and action items of certain planning documents and regulatory measures are restated herein and thus identified as goals and action items of this *Plan*. Figure 23 provides a conceptual overview of the integration of this *Plan*'s goals and action items with these various other planning documents and regulatory measures.

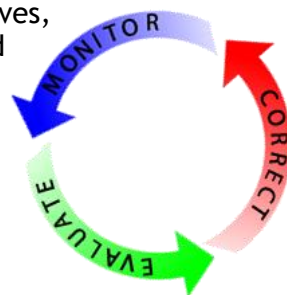


Figure 23:
Goal and Action Item Integration

